

**Approaches to Markets in Upstate New York and Western
Pennsylvania
A Guide for Canadian Food Companies**

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Introduction

The purpose of this guide is to outline the approaches to markets in Upstate New York and Western Pennsylvania for Canadian food companies interested in entering this market. Food marketing in the U.S. takes place regionally mainly because of the size of the U.S. market. However, the conduct of both large and small enterprises also contributes to the regional dynamic in U.S. food markets. Adopting a regional approach is therefore a necessity for Canadian firms entering the U.S. food market. The well-established food markets of Upstate New York and Western Pennsylvania present favorable opportunities to support the interests of new and experienced food exporters from Canada.

Upstate New York and Western Pennsylvania are geographically well suited for Canadian food exporters, especially for first time exporters. The combined regions are home to a population of nearly twelve million, and the reach of some distributors and retail outlets extends the market beyond this number. The city of Buffalo, for example, is situated such that nine million people live within a 125-mile radius. Canadian firms set up distribution facilities in and around Buffalo for this reason. Upstate New York borders both Ontario and Quebec, and six border crossings link this region to Canada. The proximity of Canada to Upstate New York facilitates service to markets within these regions, and lowers the comparative costs and risks associated with exporting to regions further away.

Upstate New York and Western Pennsylvania are located within the territory of the Canadian Consulate General in Buffalo. Often, new entrants to the market are attracted to this region because of the services that the Canadian Consulate General in Buffalo provides such as training for first time Canadian exporters and assistance with governmental issues related to moving goods across the border. The Canadian Consulate General in Buffalo works with U.S. Customs periodically to offer training programs for new exporters on cross-border procedures, and also works with the U.S. Food and Drug Administration to once a year provide a course on the preparation of labels for the U.S. market. Canadian companies preparing to enter the U.S. market may wish to contact the Canadian Consulate General in Buffalo for further information regarding upcoming programs and services available.

Other characteristics that make this region favorable to Canadian exporters include:

- The economies of Upstate New York and Western Pennsylvania are similar in structure to the economy of Ontario;
- Many food trends popular in eastern Canada will also be successful in this region;
- Cities in Upstate New York and Western Pennsylvania have a demographic make-up that has made markets in these areas proven testing grounds for new products;
- Four major food chains operate in Upstate New York and Western Pennsylvania with combined annual sales of \$13 billion U.S.;
- More than 234 independent single store units (excluding C-Stores), and more than 280 office headquarters for fast food chains, family restaurants and contract management companies operate within Upstate New York and Western Pennsylvania;
- Upstate New York and Western Pennsylvania contain more than 500 single unit fine dining establishments;
- Some 100 food service distributors and 200 (large and small) food brokers serve food retailers and producers in Upstate New York and Western Pennsylvania;
- Upstate New York and Western Pennsylvania are home to several large food manufacturers and food service distributors including: Rich Products, AgriLink Foods (cooperative), Constellation Brands, Delaware North Cos., H.J. Heinz Co., Cantisano Foods, Seneca Foods Corp., and Uni-Marts Inc.;

This guide provides general information and alternatives for consideration when developing market entry strategies for the particular food markets in Upstate New York and Western Pennsylvania. Canadian food products enjoy a perceived high quality that lends to their acceptance among industry people and consumers across Upstate New York and Western Pennsylvania markets. For new and experienced exporters alike, Upstate New York and Western Pennsylvania markets are logical stepping stones to other regions of the U.S.. The success of Canadian food exporters in U.S. markets, however, depends upon an appreciation of the fact that food marketing and distribution practices in the U.S. are qualitatively different from practices in Canada. Differences in food marketing practices between the U.S. and Canada exist mainly because of the difference in size between the two markets. Compared to Canada, food marketing practices in the U.S. rely more heavily upon the services of brokers and distributors to cover regional markets.

The structure of this guide continues with a discussion of business trends that focus upon regional organization in the U.S. food market. A section profiling the major retail outlets in Upstate New York and Western Pennsylvania follows. Next, this guide reviews the important entry strategies for food markets in Upstate New York and Western Pennsylvania, which include marketing to brand name, private label, food service, and manufacturing segments of the industry. This follows with a discussion of the role that food brokers and distributors play in the U.S. market, and the rationale for Canadian firms to acquire their services. The final section of this guide includes a discussion covering market preparation, in terms of both market promotion and regulatory issues related to product labeling and crossing the border. A current list of food industry contacts in Upstate New York and Western Pennsylvania is attached.

National Trends in Regional Markets

The most significant trend in the U.S. food industry over the past decade is the consolidation and reorganization of retailers, wholesalers, and brokers. In the early 1990s the top twenty food retailers accounted for about 40 percent of sales, and at the end of the decade this same level of sales took place through the top five food retailers¹. Consolidation and reorganization not only decreased the number of players in the market, but effectively expanded the market for firms that have restructured in this way. In Upstate New York and Western Pennsylvania, this consolidation trend appears in the strategies employed by retail chains including Tops Markets (Buffalo, N.Y.) and Giant Eagle (Pittsburgh, PA). Tops Markets is a subsidiary itself, and its parent corporation, Ahold USA, has been aggressively acquiring supermarkets in the region to operate under the Tops Markets name. Giant Eagle is not among the largest of retail chains in the country, but their expansion over the past few years indicates acquisition is an important growth strategy for this firm as well.

Another important trend taking place over the past decade relates to information technologies that help assess consumer behavior and forecast demand. In the 1990's, Wegmans (Rochester,

¹Reported by Kent Hoover in "Produce growers get squeezed by 'slotting fees'" published in The San Francisco Business Times, September 20, 2000.

N.Y.) and Giant Eagle were leaders in their respective markets in the development and application of bonus coupon cards. Retailers tie promotional activities to the card and consumers benefit by not having to clip coupons each week. The addition of bonus cards, links shopping baskets to actual customers so that the retailer can trace the purchasing behaviors of individuals over time. The main benefit of this technology is that it allows retailers to test the effectiveness of product promotions. Information collected using these technologies gives retailers the ability to adapt their promotional activities to their customers' needs. At the same time it provides the retailer with useful information in the development of cost-cutting strategies related to the supply chain.

These business trends hold two consequences of note related to food marketing practices across regional markets in the U.S. The first is that consolidation and technology trends contribute to a shift in market power away from large enterprises operating nationally to the retail outlets operating regionally. The high degree of brand loyalty held by U.S. consumers mitigates some of the leverage gained in the consolidation of the retail sector. However, retailers argue that this increased market power means that they can focus more on the needs and wants of their customers as opposed to the needs and wants of their suppliers.

The second consequence is that gains in market power realized in the retail sector intensify the level of competition between players remaining in local markets. This is particularly evident in Upstate New York where the rivalry between Tops Markets and Wegmans results in one of the most competitive regions for retail food marketing in the U.S.. Although the Upstate New York and Western Pennsylvania markets are price sensitive, retailers no longer rely solely upon price wars to compete against one another. Retailers now compete for customer satisfaction based on quality, service, perceived value, and the delivery of innovative products to the market.

New products and innovations are important in the regional dynamics of the food industry. New offerings of product and service differentiate retailers from their competitors. Retailers aggressively market new products to attract and retain customers, thereby gaining an edge on the competition. In terms of manufacturing, most innovations and new products come from small and medium sized businesses that operate regionally. Competition between retailers is good because it generates demand for new products and innovative services that small and medium sized enterprises produce. New product introductions will remain important strategies for the leading retailers in Upstate New York and Western Pennsylvania, especially in private label and food service segments of the industry.

Upstate New York and Western Pennsylvania enter the 21st Century considered among those having the most competitive food markets in the U.S. Agriculture and Agri-food Canada, for example, identifies this region as the most developed regional food market in the U.S., due to the intensity of competition within the markets of this region. Small and medium sized food manufacturers play an important role in that their innovations constitute the bulk of new product introductions to this region.

Many of the national trends in food marketing and consumer preferences translate to the local and regional markets of Upstate New York and Western Pennsylvania. For example, building on the consumer trend for healthier and more wholesome foods, organic food and fresh produce

are important segments in these local food markets. Organic foods are increasingly prevalent in retail produce departments across Upstate New York and Western Pennsylvania. Local retailers recognize that produce is one of the most important aspects of their business, so this segment of the market continues to provide opportunities for Canadian producers. Many local stores and distributors purchase produce from Ontario suppliers.

Growth in the organic food market is expected to increase because of efforts to organize the certification process for organic farming operations in the United States. The National Organic Program (NOP) was established in 1990 as part of the Organic Foods Production Act in an effort to standardize organic food production and clarify for consumers what the label "organic" means. The final rules concerning organic certification became effective in April 2001, with full implementation of the program slated for October 2002. The NOP establishes standards for the production and handling of organic food products, and establishes a system for accreditation of certifying agents. The final rules also include information regarding the labeling of organic products and foods that contain organic ingredients.

Canadian exporters of organic food products to the United States must find a NOP accredited certification body. Certification bodies can obtain their accreditation directly from NOP, through a foreign government that is recognized by the USDA to give NOP certification, or, through a foreign government that has entered into an agreement with the U.S. that substantiates the equality of organic standards between the two countries. For more information on the NOP and the new standards, see the relevant USDA web page located at <http://www.ams.usda.gov/nop/>.

In another national trend, marketers and advertisers are addressing the growing Hispanic population in the U.S. This effort involves both directing advertisements to the Hispanic population and innovating products to suit their tastes. This trend is not as significant in Upstate New York and Western Pennsylvania because growth of the Hispanic population is largely occurring in New York City, Texas, and California. Census data indicate that the Hispanic population in the U.S. has grown by 58 percent over the past decade. The growth of the Hispanic population represents a demographic shift in the U.S. that has marketers evaluating their strategies for capturing minority consumers².

In Upstate New York and Western Pennsylvania ethnic foods are generally popular and are another means by which food producers can segment the market. Leading retailers in Upstate New York and Western Pennsylvania already offer a wide variety of ethnic and international foods, so a market for these products does exist. However, markets in this region are not uniform with respect to ethnic or international foods and some differentiation in consumer taste in this category of food is reported by local food brokers. For example, in the case of growth in the Hispanic population, this ethnic group does not represent a singular culture. The developing ethnic markets for food in the U.S. are becoming an amalgamation of cultural influences. Canadian exporters looking to sell ethnic products need to examine market demographics and

²For a more in depth discussion of marketing to target ethnic groups and related market trends, see the article written by Laurel Wentz, titled "Reverse English" in Advertising Age, November 19, 2001.

work closely with their local food brokers to determine how well their ethnic food products will fit into these prospective markets.

Other trends in Upstate New York and Western Pennsylvania food markets are discussed throughout other sections of this guide. For example, private label marketing strategies represent a trend in retail marketing, and are discussed in this guide in a separate section outlining market entry approaches. Other consumer trends discussed in the context of the food service sector include the trend toward comfort foods, convenience meals, and fast-casual dining.

Upstate New York and Western Pennsylvania Retail Chains

This section profiles the major food retailers in the area operating conventional supermarkets, which include Wegmans (Rochester, N.Y.), Tops Markets (Buffalo, N.Y.), Penn Traffic (Syracuse, N.Y.), and Giant Eagle (Pittsburgh, PA). Consumers in Upstate New York and Western Pennsylvania benefit from some of the best food retail stores in the country as a result of the high degree of competition between these leading retailers. Consumers benefit from competition between retail chains in this region competing on many fronts, including price, quality, and in the delivery of innovative products and services to the market. Retailers in both Upstate New York and Western Pennsylvania face competitive pressure from buyers' clubs and discount warehouse stores like Sam's Club, Walmart superstores, and Kmart's recent foray into grocery retailing. This regional trend indicates people are augmenting trips to conventional supermarkets in favor of better deals at the discount warehouse stores on certain product categories.

Major players in Upstate New York and Western Pennsylvania food markets share some common trends. Conventional supermarket retailers are all interested in strategies and tactics that cut costs so they can compete with the discount warehouse stores and Shoppers' Clubs. Wegmans, Tops Markets, and Giant Eagle are aggressively pursuing the private label strategy in an effort to compete against large enterprises and the discount warehouse stores. Wegmans and Giant Eagle are both early adopters of technology, and have used technology to their advantage to become leaders in their respective markets. Tops Markets and the grocery stores served by Penn Traffic have quickly followed the examples of Wegmans and Giant Eagle, and have also adapted technologies and strategies to cut costs, provide better service, and remain competitive in the market.

As mentioned previously, all of these retailers now use some sort of bonus coupon card which offers customers promotional savings and provides the retailer with the ability to track customer behavior. These food retailers, Wegmans and Giant Eagle in particular, are innovators constantly seeking to improve the level of service to their customers and to gain a competitive edge in the market. Competition in the Upstate New York and Western Pennsylvania regions means that firms must be willing to develop new strategies, implement new practices, and adapt to changing market conditions and consumer demand. Successful entrants to this market must thrive on the competition occurring between these retailers, and understand that they will look for products and marketing efforts that will compliment their competitive strategies.

(I) Wegmans: "Makes Great Meals Easy . . ."

Wegmans Food Markets Inc. is a privately held, family-owned corporation, founded in 1916 by the Wegman family. In 2001, Wegmans had annual sales of \$2.92 billion U.S. Wegmans operates sixty-two stores, which include twenty-five in Rochester, eleven in Buffalo, ten in Syracuse, and six others across New York State. Outside New York State, Wegmans operates seven stores in Pennsylvania, and three stores in New Jersey. As opposed to the acquisition strategy favored by their main rival, Tops Markets, the growth plans of Wegmans are based on the opening of new stores in new territories. Two new Wegmans stores are slated to open in 2002 in Pennsylvania, and in April 2002, Wegmans announced plans to open three superstores in the surrounding area of Baltimore and Washington, D.C.

Wegmans pioneered the "superstore" concept in Upstate New York and is an industry leader in the application of information technologies. Individual stores feature a large selection of gourmet foods in the "Old World Shop," specialty meats and cheeses, in-store bakeries, fully staffed pharmacies, stationery and household ware sections, salad bars, and dine-in/take-out cafés. Wegmans offers more choices and food selections than other supermarket chains. On average, a Wegmans facility carries 60,000 products compared to 40,000 carried by the average U.S. supermarket. Wegman stores are also bigger than the average supermarket chain, ranging on average between 80,000 and 130,000 square feet. In a recent decision regarding a store outside Buffalo, N.Y., Wegmans decided to tear down an existing store to build a new, higher quality superstore. The decision to tear down the old store, rather than renovate, means a longer period over which the store will be closed. However, it is also indicative of the commitment to quality that the construction of this "superstore" represents.

As mentioned previously, Wegmans is an early innovator when it comes to technology and the introduction of bonus coupon cards. In conjunction with their suppliers, Wegmans uses their ability to trace customer purchases and forecast demand to develop new strategies for reducing costs. In the late 1990's, for example, Wegmans and Nabisco were able to test a demand and supply chain strategy based on a collaborative planning, forecasting, and replenishment project. This and other experiments in product promotion have lead Wegmans to adopt new pricing and promotional practices. In April 2002, Wegmans announced significant price reductions on 4,000 categories of products. The basis for the cost reduction is an effort to simplify consumer choice and the promotion of food items through the supply chain. Instead of promoting products with week-to-week price fluctuations, Wegmans has worked with some of its suppliers to find the lowest price to market items for an entire year. This effort is a direct move to counter the encroachment of the shopper's clubs and discount warehouse stores like Sam's Club or Walmart.

The new pricing and promotion strategy benefits consumers because eliminating price fluctuations means consumers can count on the same "low price" for products every day. This saves time because the consumers do not have to study weekly advertisements to find values in the market. National trends indicate that the number of consumers who read weekly ads has declined over the previous decade. Consumers may, on a week-to-week basis, find items priced more cheaply at other retailers. Wegmans, however, is counting on people to recognize the everyday value and convenience of shopping at their stores.

Wegmans has confidence in this new strategy because their market tests indicate that by removing price fluctuations and offering some products at lower than "normal" retail prices, they actually generate a greater dollar volume in sales. Wegmans not only improves profitability with this strategy, they are able to better forecast demand, reduce promotional costs, and reduce the labor costs associated with in-store displays related to promotion. Also, for perishable products in particular, the lower everyday prices improve product throughput. When brand name products are promoted with price reductions, sales of other products in the same category decline. For perishable products this is problematic and leads to increased costs to the store, the manufacturer, and ultimately the consumer.

Wegmans has plans to expand its new pricing and promotion strategy to other product categories. However, they will continue to offer promotional deals in order to give their customers incentive to use the bonus coupon cards. Without this incentive, Wegmans would lose a valuable instrument for assessing their promotional strategies. Product promotion and advertising will continue to remain an important aspect of grocery retailing in this market, especially in the context of new product introductions and innovations. Wegmans is recognized nationally for the kind of innovative and adaptive business practices that make up the new pricing and promotion strategy. Canadian exporters looking to do business with Wegmans need to appreciate the fact that they are one of the most sophisticated retailers in the U.S., and are considered to have the highest quality retail stores in the markets they serve.

(II) Tops Markets: "Home of the Savings Cart . . ."

Tops Markets operate 151 Tops Friendly Markets, 250 convenience stores (Wilson Farms, Sugarcreek and Tops Xpress), and eight B-Kwik Food Markets in New York, Pennsylvania and northeastern Ohio. In 2001, Tops Markets enjoyed annual sales of approximately \$3.3 billion U.S. In 1991, Tops Markets was acquired by Ahold USA, which is a leading supermarket operator along the eastern seaboard with more than 1,000 stores in five operating companies. Ahold USA operates Tops Markets (Buffalo, N.Y.), Bruno's (Birmingham, AL), Giant-Landover (Landover, MD), Giant-Carlisle (Carlisle, PA), Stop & Shop (Quincy, MA), and Bi-Lo (Greenville, SC). Tops Markets is a prime example of the consolidation trend in retail sectors of the food industry.

Aside from the financial support of the parent company to make improvements to existing stores, Tops Markets gained several competitive advantages by being part of the Ahold corporation. Several business functions from each operation have been combined and Tops Markets and other members of the Ahold corporation enjoy economies of scale with respect to things like accounting and sharing distribution functions where practicality permits. The parent company of Tops Markets has also been aggressively acquiring other grocery stores throughout the region to operate under the Tops Markets name. Examples include the purchase of twenty Grand Union stores in northern New York state, and the takeover and reorganization of the Finast chain, located in Ohio, under the Tops Markets name. This last acquisition was considered a bold move by industry players. Consolidation, mergers and special relationships between its constituent companies are the basic growth strategies of Tops Markets and its parent, Ahold.

Tops Markets operates as a traditional price competitive retailer. After the Ahold acquisition, Tops Markets introduced "Tops International" Super Centers into their mix of retail outlets. The Super Center concept was a response to the competition Wegmans introduced to the market. Tops International Super Centers are full service supermarkets featuring specialty seafood shops, in-store bakeries, salad and snack bars, a cheese shop, service meat and sausage departments, gourmet and ethnic food sections, and carry out café services. Price competitiveness remains an important component of the Tops Markets operating philosophy. Canadian exporters who break into the Tops Markets distribution chain may benefit from Tops Markets' inclusion in the Ahold group in that it may facilitate an introduction into other Ahold operations. Tops Markets competes with Wegmans on every front, but has a reputation for providing the better deals for consumers. Tops Markets stores exist in a wider geographical area and constitute a larger number of outlets than Wegmans. This strong presence in the market is expected to grow at a pace exceeding Wegmans.

(III) Giant Eagle: "Make every day taste better . . ."

Giant Eagle is a privately owned grocery retailer operating 200 stores. Approximately 60 percent of these are franchised and 40 percent are corporately owned. Headquartered in Pittsburgh, Pennsylvania, Giant Eagle operates in a market area encompassing Pennsylvania, West Virginia, Maryland, and Ohio. This area serves more than five million consumers. An acquisition strategy is also part of the Giant Eagle plan for growth. In 1998, Giant Eagle acquired fifty-five stores (formerly Stop 'N Shops) in Cleveland, Ohio. In 2002, an additional six stores in Pennsylvania and Maryland have been purchased by Giant Eagle.

Giant Eagle has a tradition of change and innovation that has made the firm flexible in response to the demands of market conditions and the changing needs of consumers. Early on they developed a service orientation making them industry leaders in marketing food service and ready-to-eat meals. Giant Eagle is considered a grocery innovator and early adopter of technology, and like Wegmans, was an early adopter of bonus coupon cards.

The operating philosophy of Giant Eagle focuses on considering each store department to be a business unto itself.³ They do not view competition solely from a grocery store perspective. Their philosophy holds that a pharmacy included in a Giant Eagle superstore format does not only compete with other grocery superstores that have pharmacies, but must compete with stand-alone pharmacies as well. Not surprisingly, Giant Eagle is offering "drive-thru" services for their customers that are available in their superstore pharmacies. They compete on customer service. The Giant Eagle operating philosophy recognizes that customers do not simply purchase products, but they purchase services as well.

³ The Giant Eagle strategy is discussed in brief by David Merrefield in "Altering the Competitive View Yields a Winning Strategy (for Giant Eagle)" from Supermarket News, March 18, 2002.

(IV) Penn Traffic

The Penn Traffic company operates 217 grocery stores in Upstate New York, Pennsylvania, West Virginia, Ohio, Vermont, and New Hampshire. Penn Traffic operates P&C and Quality Markets stores in New York, Pennsylvania, Vermont, and New Hampshire, Bi-Lo Foods & Riverside in Pennsylvania, and Big Bear and Big Bear Plus in West Virginia. In addition, Penn Traffic operates a food distribution unit that serves its own stores and 160 independently owned grocery stores.

In the late 1990's, Penn Traffic restructured under a Chapter 11 bankruptcy. Regardless of past financial difficulties, they are building on their assets to become more competitive in the region. Some of these assets include a modern store base, brand equity in the markets served, experienced and focused management, and dedicated employees. In the wake of the bankruptcy Penn Traffic pulled back from some markets and is now concentrating on markets where they are either number one or number two. Plans for growth include several capital investment programs to enhance merchandising, the improvement of store operations, and overall cost reduction.

The most attractive aspect of Penn Traffic for Canadian exporters is their distribution network. Stores in the Penn Traffic distribution network serve smaller markets than the larger grocery chains, but all combined, their stores represent a significant portion of the Upstate New York and Western Pennsylvania market region. Purchasing decisions for this company are made by personnel in their main office in Syracuse.

Distribution Channels and Market Approaches

The U.S. food industry is largely a relationship business. Competitiveness in the food markets of Upstate New York and Western Pennsylvania mean food producers face a dual challenge. They must respond to the needs of consumers and also to the needs of the intermediaries upon whom they depend to place successfully their product in this market. The best approach to this market is to get to know the needs of the people you must deal with to succeed. Trade shows are, for example, some of the best venues to meet and interact with a variety of industry players. Competing on price alone is insufficient to meet the demands of the Upstate New York and Western Pennsylvania markets. In this region, proper placement of a product is the key to its success and generally boils down to a series of decisions that lead to differentiation of the product in the market.

Regardless of the strategy employed, entrants to Upstate New York and Western Pennsylvania food markets must compete on factors other than price. Food industry people in the area have come to expect a high level of service from the companies with which they do business. Brokers, wholesalers, and retailers alike are each seeking dependable service, reliable and timely deliveries of product, advertising and promotional support, and continuity of service. Food manufacturers that prove to be unreliable or make costly mistakes for brokers, distributors, or retailers, are quickly left behind in the flurry of the next day's business, but are rarely forgotten.

Branded Label

A brand label gives the producer an exclusive and preferred position in the market. Consumers like brand names because it helps them differentiate between different quality products. However, developing a brand name is the most expensive and resource demanding method of entering food markets in Upstate New York and Western Pennsylvania. The attraction of the brand label strategy is that for the right product, it is the most profitable distribution channel if available. Developing a brand name means creating a symbol that cuts through the complexities of alternative market offerings and communicates product attributes to customers. This is not an easy task. Marketing a brand label involves long term investment and commitment to the market in the form of advertising and promotion. Developing a brand name also means developing the capabilities of the firm that become assets not easily accounted for in the balance sheet, but produce real value in the marketplace. The decision to brand depends upon the particular product and the level of competition in the market.

Product differentiation and brand labeling are the dominant strategies employed by large enterprises in the manufacturing sector of the food industry. Large enterprises protect their existing brand labels through marketing tools like manufacturers' coupons, television and print advertising, and pricing to market. Branding is difficult because large enterprises will cut their prices to compete with new products introduced into the market. Markets in Upstate New York and Western Pennsylvania are price sensitive, and that means defensive price reductions initiated by large enterprises are likely to succeed. Large enterprises have their own limitations, but usually win price wars because they generally have more resources available to outlast the competition.

Large enterprises essentially control the market for brand label products. It is difficult for smaller firms to compete against their marketing practices and the ability of large enterprises to allocate their resources on a regional basis. Retailers in the region are reluctant to pursue brand label endeavors that compete directly with existing brands already on the shelf, and may suggest private label as an alternative market entry strategy. Consumers in the U.S. are loyal to brands, so the mainstays in the national market will maintain their presence. The only ways of successfully developing a brand name in this market are to introduce a unique product, or to expand upon an existing product category. Expanding on a category, for example, soup, means offering a flavor of soup that no other company produces. Firms pursuing the brand label strategy may also develop a niche market for their product. Other options for the brand label strategy include co-packaging or co-branding with existing and complementary products.

Private Label

The private label strategy is proving to be one of the most accessible and successful approaches in Upstate New York and Western Pennsylvania. However, strong brand loyalties characteristic of U.S. consumers have slowed the pace of private label product introductions into the U.S. market. Currently, private label products hold about a 20 percent share of the U.S. market. This level of private label penetration is lower than most industrialized countries, Canada included. Historically, private label products were considered to be of inferior quality. However, over the past couple of decades, great strides have been made at combating this perception. Leading retailers have adopted private label products to market under their store names, with quality and consistency being the focus of these endeavors. Now, stores like Wegmans, Giant Eagle, and Tops Markets market private label products under their own store names, effectively making them corporate brands. In Upstate New York and Western Pennsylvania the private label products marketed under the store names of Wegmans, Giant Eagle, and Tops Markets are gaining the acceptance of consumers in local food markets who were at one time only interested in nationally branded products.

The advantages of a private label strategy for Canadian exporters in this market are as follows: (a) it is the most cost effective strategy for entering the market, (b) promotional activities associated with the product largely become the responsibility of the private label carrier, (c) it places the small firm in competition with large enterprises by employing the buying power of the distributor or retail grocery chain, and (d) it can be beneficial for producers seeking to free resources for other aspects of their business, like product innovation and manufacturing processes.

The three leading food retail chains in Upstate New York and Western Pennsylvania are extensively pursuing their private label brands. Wegmans, Tops Markets, and Giant Eagle each employ the services of Daymon Associates as their in-house private label broker. From the 2001 Private Label Manufacturers Association conference held in Chicago, Illinois, attendees from the Canadian Consulate General in Buffalo report that Canadian companies are well represented among private label companies servicing Tops Markets, Wegmans, and Giant Eagle. In fact, most Canadian firms that approach Giant Eagle and Wegmans are directed to the private label group for category review. However, private label opportunities are not limited to these chains as many food brokers and food service distributors (e.g., Sysco) in these regions work with private labels.

For manufacturers dealing with the large retail chains in the area, three methods of entering the private label market exist. The first is to present the product to the regular merchandisers in the grocery store. Depending on the product, they may direct you to the private label group that each of the three retailers use to develop this important, and growing sector of their business. The second method is to approach the private label group within the store. This method assumes that prospective Canadian exporters have already identified the private label potential of their product. The third method is to approach representatives from Daymon Associates directly through their Head Office located in Connecticut. The private label market extends beyond the three largest retailers into other distribution and retail outlets. Entering this extended private label market requires the services of a food broker who works with private label product lines.

As a market entry strategy the private label choice does have some drawbacks. First, this strategy is not as profitable in the long-run as is the successful branding of a product. U.S. consumers favor strong brand products if high quality or a benefit is associated with the product. The differentiation trend in the U.S. market has had an important impact upon the private label strategy in that private label products have more recently been marketed as brand products themselves. Another drawback for manufacturers pursuing the private label strategy is that the retailer decision to go with a private label strategy takes place only after category review. Category review refers to the process whereby retailers periodically assess market demand and retailer needs to decide which products and which manufacturers are selected to fulfill private label contracts.

Category reviews from the manufacturer's perspective can appear arbitrary. Often the manufacturer does not know exactly what the retailer is looking for and does not know the exact timing of the category review. U.S. retailers review private label categories periodically or in the event of problems associated with their private label suppliers. For the most part the onus is on the retailer to seek out private label alternatives. Many manufacturers are pulled into the private label market in this manner by the retailer. Manufacturers can do two things to help retailers keep their products under consideration for private label marketing. The first is to make sure the retailers have up-to-date product literature. Secondly, the manufacturer must become familiar with both the private label broker and the personnel in the retail chain who manage private label decisions for the retailer. Manufacturers interested in pursuing private label strategies in the U.S. market need to communicate and interact with the retailers and their private label brokers. One of the best ways to accomplish this is to participate regularly in trade shows.

The private label strategy offers clear benefits to the small and medium sized food manufacturer trying to enter the U.S. food market. Although limited promotional commitment to the private label strategy exists, acquiring a private label contract requires the product to be submitted to a rigorous selection and quality testing process. Once the product has been accepted, its success in the market is dependent upon the efforts of the retailer or distributor. Further, the manufacturer runs the risk that the retailer will drop the contract in favor of a better offer from a competitor.

Food Service

Food service is an important segment of the food market in Upstate New York and Western Pennsylvania. It is also an alternative distribution channel for Canadian food producers that do not fit private label or brand name entry requirements for the retail market. Food service purchases made by consumers have always been dependent upon the condition of the economy. However, trends indicate that U.S. consumers rely more upon the convenience of prepared and ready-to-eat foods than they have in the past. The recent recession affecting the U.S. economy appears to be waning, so the long term prospects for the food service industry in Upstate New York and Western Pennsylvania are promising. Food service is a growing sector in the food industry across the U.S. Currently, food purchases away from home account for more than 40 percent of all money spent on food and this segment of the food industry is expected to grow over next decade.

As more people look for convenient meals to eat either away from home or for take-out, venues like convenience stores and smaller grocers are becoming increasingly attractive as channels of distribution for food service products. Consumers are looking for alternatives to ingredient-based meal preparation in order to save time. Larger grocery stores like Wegmans and Giant Eagle have in-house capabilities to produce prepared foods typical of food service products. Smaller grocers unable to afford the associated costs of producing their own prepared foods find an advantage in using third-party manufacturers so they too can participate in this segment of the market. The restaurant and institutional markets extend food service products beyond the category of prepared foods, and include both processed and unprocessed foods for use in food preparation. Hospitals, prisons, schools, universities, and corporate cafeterias are all in the food service market. Many corporations are down-sizing their operations, which include food service operations they run in their facilities. The outsourcing of food service is a growing trend in U.S. corporations, and presents new opportunities for food service providers.

Current trends in food service indicate that consumers are interested in "comfort" or home-style foods, and in foods that are wholesome and healthy. In the prepared foods and restaurant markets, simpler ingredients are in favor now as chefs prepare more traditional recipes for consumers eating away from home. Consumers are also showing a preference for less "fuss" over foods and services and are increasingly looking for value in the foods they purchase for consumption. This phenomenon is captured in the idea of "fast-casual" or "quick-casual" dining which is a growing trend among restaurants across the U.S.

Prospective Canadian exporters seeking to market food service products are encouraged to locate and contract the services of local food service brokers and distributors. Many small sized brokerage firms and distributors specialize in the handling of food service products. Unlike dealing with the retail chains, the food service market is made up of many small players. Local brokers know the local restaurant and institutional markets, and distributors make calls to these people every day. Using brokers and distributors allows the manufacturer of food service products to cover regional food service markets more efficiently.

Food Manufacturers

The Upstate New York and Western Pennsylvania regions are home to several important companies in the food manufacturing sector providing another possible distribution channel for Canadian firms that produce ingredients. For example, Canadian producers of unprocessed foods, like fruits and vegetables, may find firms in Upstate New York and Western Pennsylvania receptive to new sources for ingredients. Manufacturing trends follow consumer trends to the extent that healthful and wholesome ingredients are of growing concern for manufacturers. Current trends in food manufacturing indicate that developing and using natural flavorings, colorings, and ingredients are of increasing importance.

Many food manufacturers also function as food service distributors. So while food manufactures are in the market for industrial ingredients, some of these firms look for processed foods to complement their own product lines. For many manufacturers it makes sense to out-source some food products. For example, an ice cream producer in the food service business may be

interested in distributing a line of cookies, but may not have the capability of producing the cookies themselves. In the manufacturing sector, Canadian exporters may be able to forge complementary business relationships, collaborations, and alliances to take advantage of the distribution networks already developed by the partnering firms.

Food Industry Agents

This section provides a general discussion of brokers and distributors in the food industry. The large size of the U.S. market combined with the manner in which large enterprises operate on a national scale, e.g., across regions, has made the extensive use of brokers and distributors advantageous for U.S. food producers. The importance of food brokers and distributors is their function to service regional markets. Canadian firms seeking to market products in the U.S. are well served by brokers and distributors because each of these players holds knowledge specific to local markets. Brokers and distributors know their local markets and are an invaluable source of information for Canadian exporters.

Working with brokers and distributors is an essential aspect of successful marketing in Upstate New York and Western Pennsylvania. The brokerage and distribution systems in U.S. markets work best when these agents are given exclusive rights within a given market or region. Brokers and distributors provide different functions in the market that serve the marketing strategies of producers in different ways. For some product categories, it is advantageous to use either a broker or a distributor, but in some cases, both brokers and distributors are necessary. As a general rule, products that need a greater degree of marketing and advertising may require the services of a broker. Other products, like bulk foods for example, may only require the services of a distributor. Above all, the key to a successful relationship with a food broker or food distributor in local markets is communication.

Food Brokers

Food brokers work as manufacturers' representatives by serving as an extended sales force, marketing products and generating orders. A food broker is necessary for the best placement of products in the Upstate New York and Western Pennsylvania region. Unlike food distributors, food brokers do not warehouse or take possession of any product. Food brokers can help smaller firms compete in regional markets against large enterprises and multinationals in the food sector. Brokers achieve this by extending the reach of smaller food producers across regional markets. Although grocery chain buying concentrations are increasing, independent retailers continue to be important in the U.S. market and represent a significant portion of consumer shopping venues. Brokers know who the independent retailers are in a given area and may provide small and medium-sized food producers with a level of regional market coverage unattainable for firms with limited sales representatives.

Many Canadian producers will question the expense of using food brokers, especially when they are just beginning to break into a market and have limited accounts. Selling direct to retailers is an option, but marketing an unknown brand in a foreign market is full of risk. Exporters who do not use food brokers may find themselves unprepared to properly place their product in the market. Direct selling to the retailer can be useful for offering a good price, but Canadian

exporters need to know what the retailer wants and what will succeed in the market. Brokers possess the kind of local information necessary for success in the U.S. market.

Food brokers act as agents for the food manufacturer and represent the interests of the manufacturer in the local market. Local markets have specific characteristics that demand unique approaches to market entry. Traditionally, food brokers operate in limited geographical areas generally confined to specific metropolitan areas. However, as mentioned previously, during the 1990's food brokers organized, merged, and gained market power by serving larger geographic areas. So while the expense of brokers seems unnecessary when manufacturers have only a few local accounts, reorganization of the brokerage industry has led to scales of economy that facilitate expansion into other markets and regions in the U.S.

Food brokers provide the following services:

- They have regular contact with the retailers in the market, ensuring the manufacturer that the products are being properly distributed, and that orders are received and priced correctly;
- They work with manufacturers and retailers to coordinate sales programs, advertising campaigns, in-store displays, and product demonstrations;
- They help manufacturers develop a marketing program for the local market.

Specific advantages related to the size of the broker's operation may suit the needs of the Canadian exporter in different ways. A smaller brokerage firm may be able to provide a higher level of personalized service to the manufacturer and may be interested in pioneering products, in hopes of a big return if the product hits the market hard. The larger food broker can offer the manufacturer expanded services covering greater market areas, and may therefore be instrumental in the adoption of growth strategies for the manufacturer. Larger brokerage operations may be more interested in products that are ready for national promotion and distribution.

Brokers are paid on the basis of performance, but some brokers will demand a flat rate for efforts related to pioneering products. Brokers realize that their commission, normally a standard percentage of sales, can raise the price of the product in the market. This can make a product less competitive so brokers are sensitive to their commission rates and make sure that the services they provide keep the product competitive in the market. Some brokers refuse to represent products because they have conflicts of interest with existing relationships in the market. Brokers unable to fulfill the service requirement of a particular product are expected to provide their reasons and decline the account. This is in the broker's interest because they have neither the time nor the resources to become involved in unprofitable ventures. However, just because one broker in a region refuses to handle a specific product does not mean that another broker in the same region would not see potential in the same product.

Selecting a broker involves some consideration. Taking the time to carefully select and develop a strong relationship with a broker saves time and the hassle involved in replacing the broker down the road. The particular sales needs of the product must be matched by the services provided by the broker. This in turn must meet the strategic plans of the export firm. A good relationship with a broker can provide the firm with accurate market information that is current and allows for a quick response to the sales needs of the firm's products in the market.

Food Distributors

Food distributors provide a variety of services essential to the successful marketing of a product in the U.S. food market. The choice of a food distributor can facilitate the building of the "right" relationship with retailers in the market. The most important function of the food distributor is in the warehousing and delivery of products to local retail destinations. Food distributors work for themselves and actually take possession of the product. They sell it as their own. Food distributors purchase products at lower prices than realized when manufacturers sell direct to retailers. The strategy behind using a food distributor is to generate a high volume of sales to make up for the reduced wholesale price the manufacturer will receive.

Reliance upon distributors for sales force functions can involve some added risk. Food producers not only accept a lower price when working with a distributor, but they also lose control over how the product is priced and sold in the market. Some food distributors have their own sales force, but even distributors with this capability do not necessarily represent the interests of the manufacturer in the market. A manufacturer can offer incentives to the distributor based upon sales performance and movement of the product. The decision to use distributor sales forces depends upon the product and level of competition in the market.

Food distribution in the U.S. has undergone some transformation like other sectors of the food industry. Food distributors are more concentrated in that they offer more services to their clients, such as "break-bulk" and freight consolidation across greater geographical areas. They achieve economies of scale by providing these services to various manufacturing and retail interests. U.S. food distribution systems have been changing in an industry-wide effort to reduce the cost of delivery and warehousing. One benefit of particular interest to the smaller Canadian exporter is the added capability to handle the less-than-truckload problem. A distributor offering freight consolidation services will be able to deliver small quantities of products to a variety of store locations.

Some Canadian firms may be located close enough to the U.S./Canadian border to make direct deliveries to their U.S. destinations, but the use of a U.S. food distributor may offer some competitive advantages. The importance of timely delivery cannot be stressed strongly enough in terms of a late delivery's potential to damage business relationships. This becomes even more important when special promotions are scheduled. The regulatory functions of the USDA and USFDA, with respect to food imports can be real barriers to trade and result in delivery complications caused by cross-border delays. The relationship between U.S. buyers and Canadian manufacturers suffers greatly in the wake of such delays. By warehousing and using a U.S. distributor, the Canadian firm can mitigate the risk of late delivery.

The choice of a distributor is determined by the service requirements of the exporter and retailer. However, the size and scope of distributor services should be a major consideration. Some distributors are linked to extensive trucking and transportation operations that can facilitate the expansion of the export market to regions beyond Upstate New York and Western Pennsylvania. Other distributors may be smaller and have a more regional focus. A smaller size distributor may be able to provide more personalized service and sales force functions. Regardless of the

choice of distributor made, it is incumbent upon the manufacturer to communicate regularly with their distributor in the market to get information on how the product is doing in the market.

Preparing for Market

Market preparation takes place on two fronts. First is to prepare a product for export, and second is to prepare a product for promotion in the export market. Successful export and international business endeavors require preparation. The risks and costs associated with exporting are inflated with errors in preparation, and such errors may become effective barriers to market entry. Preparation for exporting food to the U.S. includes creating a market plan and selecting a target region for entry. Market preparation also encompasses issues of proper labeling for the U.S. retail market, enlisting the services of a customs broker, preparing export documentation, and the determination of a U.S. landed price. Planning means shifting resources toward the export activity, and these issues should be addressed prior to contact with buyers in the U.S.. Preparation for the U.S. market is a learning process that helps new exporters understand and minimize the risks of entering foreign markets. New exporters should contact Team Canada partners such as their regional Agriculture and Agri-food Canada office or their provincial agriculture ministry. Team Canada partners help firms focus their export endeavors by reviewing the capabilities of prospective exporters to determine if they are export-ready and to help them develop a strategy for entering the U.S. market. Once a new exporter is ready to export, the next step is to contact one of the Canadian Consulate General offices in the respective U.S. region of interest to find current market opportunities and qualified market contacts.

One-year Market Promotion Plans

A thirty-day contract is the traditional standard contract between manufacturers and their brokers, distributors, and retailers. However, over the past decade, manufacturers have shown a preference for longer term contracts. Longer term contracts enable the parties to reach more substantive goals and objectives. Contracts lasting six months to one year preserve continuity and help thwart the control power-buyers exhibit over the purchase of products. Many brokers and retailers will therefore want to see a market plan that includes details concerning the promotion of the product over an entire year. Part of the market plan should include product literature. Sample packaging also gives buyers a better sense of what the product looks like.

The level of competition in the Upstate New York and Western Pennsylvania region means that promotional activities and advertising are necessary. Television advertising is purchased in lots favouring large enterprises and is the most expensive means of advertising. Radio and print advertising are less expensive alternatives to promoting food products in this market. Retailers and brokers work with manufacturers to develop radio and print campaigns. In the case of radio spots, the manufacturer normally pays for the entire advertising spot, and allocates a certain percentage of time to products the retailer wants to promote. Other promotional strategies include in-store demonstrations, which are effective and relatively inexpensive promotional activities. Food brokers often help in the planning of these activities and can arrange for the personnel to perform them, if necessary.

U.S. Pricing

Before contacting the prospective U.S. buyer, the Canadian manufacturer must establish a U.S. landed price. The U.S. landed price must cover the production cost of the product, the profit margin, custom tariffs (if not under NAFTA), customs brokerage fees, transportation, and any costs the firm incurs in the delivery of the product to its U.S. destination. It is imperative for exporting and importing partners to negotiate terms of payment outlining which party will assume responsibility for customs brokerage and transportation fees, and if applicable, customs duties. These fees, and who is responsible for paying them, may factor into the final U.S. landed price of the product. Failure to account for all of the costs associated with exporting can lead to the financial failure of the export activity, or in the least to the embarrassing situation whereby the Canadian exporter finds that they must try to renegotiate with the U.S. buyer. Brokers, distributors, and retailers may suggest cost-cutting strategies for product distribution, or may have requirements that increase the base cost to the manufacturer. It is important that exporters develop an understanding of how exporting to the U.S. market changes the cost structure of their products.

Government Regulatory Issues

Food shipments entering the U.S. undergo a two-part process for clearing the border. All food shipments must be first cleared by U.S. Customs (applicable to all imports), and then by the appropriate U.S. regulatory agency. The U.S. Department of Agriculture (USDA), the U.S. Food and Drug Administration (FDA), and the U.S. Fish and Wildlife Service (FWS) are the government agencies responsible for regulating food and food imports into the U.S. All food products are subject to examination by the appropriate agency when they are being imported or offered for import into the United States. Food products entering the U.S. are required to meet the same standards as domestic goods. Imported foods must be pure, wholesome, safe to eat, and produced under sanitary conditions. The roles of each regulatory agency related to food importation into the U.S. are outlined below.

U.S. Customs Service

U.S. Customs requires that all imports be accompanied by a commercial invoice describing the shipment; its value; tariff classification number; and country of origin. These documents are required for all imports entering the U.S. Importers of goods into the U.S. must also acquire a bond for release by U.S. Customs. The purpose of a bond is to guarantee that all customs duties, customs penalties, and other charges assessed by U.S. Customs are properly paid and that all trade procedures are followed. Exporters purchase customs bonds through Customs Brokers. Services provided by Customs Brokers also include managing export documentation and working as facilitators on behalf of the Canadian manufacturer when regulatory or documentation problems arise at the border.

After U.S. Customs clears a food shipment, they will notify the FDA. After the FDA takes action (e.g., inspection and/or sampling), they notify U.S. Customs that the shipment may be released to its final destination. Sometimes food shipments are permitted to be delivered to their final destination, but must remain separate from existing products in the warehouse so they can be sampled if deemed necessary by the FDA. If the FDA does not clear the shipment, the product

cannot be sold to the public. Penalties for unreleased product being sold to the public are heavy, with fines as high as three times the value of the unreleased shipment. The inspection process and the penalties for noncompliance are designed to ensure the FDA is notified of all food shipments entering the U.S. For more information regarding these procedures, contact the regional office of the **U.S. Customs Service (Buffalo District), Import Specialist for the Department of Agriculture, 111 West Huron Street, Room 603, Buffalo, N.Y. 14202, tel: (716) 646-3527, fax: (716) 646-3588.**

Further information regarding the process of importing goods into the U.S. can also be obtained from the U.S. Customs Service web site, <http://www.customs.ustras.gov> or from the Canadian Consulate General in Buffalo. The co-ordinates are located in the government contact section at the end of this document.

U.S. Department of Agriculture (USDA)

The USDA is in charge of regulating meat and poultry food products. Processed food products containing more than 3 percent meat or 2 percent cooked poultry, are regulated by the USDA. Meat for importation must come from a country approved for exports to the U.S. (Canada is an approved country). The USDA regulatory authority does not cover game meats, which fall under the joint jurisdictions of the FDA and FWS.

Retail package labels must be approved in advance by the Food Safety Inspection Service (FSIS). Product labels must include the product name, the establishment number and country of origin, the name and address of the manufacturer or distributor, the net quantity of contents in pounds and ounces or liquid measure (i.e., the avoirdupois weight), a list of ingredients, and the applicable handling statements.

Shipping container labels do not need pre-approval. However, they are inspected at the border by the FSIS inspector. The following information must appear on the end panel of the shipping container: product name, foreign establishment number, country of origin, shipping marks, the name and address of the foreign establishment or the importer (unless it appears on labels of immediate containers inside the shipping container), and, if applicable, special handling statements such as "keep refrigerated" or "keep frozen." In addition, there must be sufficient space to apply the U.S. import inspection stamp.

Contact the USDA for more information regarding current labeling requirements.

FSIS Labeling Review Branch
U.S. Department of Agriculture
P.O. Box 7416
Ben Franklin Station
Washington, D.C. 20044-7416
Tel. (202) 205-0623

One of the results of NAFTA is the implementation of comparable import inspection procedures between the U.S. and Canada. Canadian exporters need to file FSIS Form 9510-1 prior to

shipping (by fax) to the border establishment to get an inspection assignment. More information on port-of-entry requirements and procedures is available from the FSIS Technical Service Center. This office can be reached by calling, by fax, by e-mail, or by writing the national or regional offices:

National contact:

Technical Service Center--Imports

USDA FSIS

Suite 300 Landmark Center

1299 Farnam St.

Omaha, NE 68102

Tel. (402) 221-7400

Fax. (402) 221-7479

Tech.Center@usda.gov

Regional contact:

U.S. Department of Agriculture

Federal Building

100 State Street

Rochester, NY 14614

Tel. (585) 263-5784

Fax. (585) 263-5784

Contact: Glen Unterborn, Compliance Officer

U.S. Food and Drug Administration (FDA)

The FDA is in charge of regulating all food imports not under the jurisdiction of the USDA (see above). The FDA and the FWS share regulatory authority for food products consisting of game meats (even game meats farm-raised). Every aspect of a shipment is examined for compliance when shipments are selected for sampling during border inspection. This includes labels. Labels can be rejected for a number of compliance issues, including the improper listing of ingredients, print that is too small, the omission of information, or even product weights and measures are not expressed in both metric terms and in terms of the U.S. Customary System. Sometimes inspectors finding faults in labels, for any number of compliance issues, will, if no health consequences exist, release the shipment with comment. Other label compliance issues may be correctable, and the FDA will hold the shipment for reconditioning. The FDA notifies the importer of problems and that the shipment has been detained.

For more information about regulatory issues and points of entry for food imports into the U.S., contact the regional office of the FDA by letter or by phone:

U.S. Food and Drug Administration (Buffalo District)

300 Pearl Street, Suite 100

Buffalo, NY 14202

Tel. (716) 551-4461

Fax. (716) 551-3813

Contact: Robert Hart, Director, Import Operations Board

U.S. Fish and Wildlife Service (FWS)

The FWS shares jurisdiction of imported game meats into the U.S. with the FDA. The FDA treats game meat as any other food product, but the FWS requires a seventy-two-hour notification for shipments of game meat coming across the border. Import inspectors for the FWS are not available at every border crossing because of personnel constraints. The importation of game meat into the U.S. requires a license, so the receiver of the product should be familiar with the regulatory obligations as well. Game meats include non-traditional livestock, and animals like pheasant, fish, buffalo, wild goose, venison, elk, moose, and others. Questions about exporting game meat to the U.S. and the regulatory role of the FWS can be addressed in a letter or by phone to:

U.S. Fish and Wildlife Service
405 French Road, Suite 120B
Amherst, NY 14278
Tel. (716) 691-3635

Labeling

All consumer packaged products destined for sale in the U.S. retail market must be correctly labeled. These requirements are outlined in the 1993 Nutrition Labeling and Education Act (NLEA). The purpose of the NLEA was to clear up the confusion on supermarket shelves; help consumers to include "healthy" products in their diets; and, to offer an incentive to food manufacturers to improve the nutritional qualities of their products. Important elements of this legislation are information about cholesterol, saturated fat, dietary fiber, and other nutrient contents. The NLEA also demands uniform definitions for terms that describe a product's nutrient content, e.g., "light," "low-fat," and "high-fiber." The size of the label on the package is also regulated under the NLEA, and must ensure that the consumer can readily discern the information provided on the label.

The serving sizes that appear on food labels are based on FDA-established lists of "Reference Amounts Customarily Consumed Per Eating Occasion." The serving size remains the basis for reporting each food's nutrient content. Serving sizes are no longer reported at the discretion of the manufacturer. Serving sizes are now uniform and reflect the amounts that people actually eat at one serving. They also must be expressed in terms of both the U.S. Customary System and metric measures.

Products exempt from nutrition labeling include these foods: (a) food served for immediate consumption, such as those items featured in hospital cafeterias and airplanes, (b) those items sold by food service vendors, e.g., mall cookie counters, sidewalk vendors, and vending machines, (c) ready-to-eat food that is not for immediate consumption but is prepared primarily on site (e.g., bakery, deli, and candy store items), (d) food shipped in bulk, as long as it is not for sale in that form to consumers, (e) medical foods, such as those used to address the nutritional

needs of patients with certain diseases, (f) plain coffee and tea, (g) some spices, and (h) other foods that contain no significant amounts of any nutrients.

Label Assistance

The FDA does not pre-approve labels. The FDA reviews labels on an entry-by-entry basis during the import process. Shipments with product labels that do not meet FDA standards are held over and a compliance officer is summoned to determine if further regulatory action is necessary. The outline of the NLEA is only a cursory treatment of the labeling requirements of products in the U.S. food market. Labeling requirements vary for different categories of products. Therefore, printing mass quantities of labels is not recommended until assurances exist that the labels are compliant. Canadian exporters can find assistance in meeting U.S. label requirements from a number of different sources.

For general information, the FDA web site (www.fda.gov) provides information that should answer most general questions regarding food labeling and the FDA Import Program. The FDA Import Program details the process of importing food into the U.S. This web site also lists shipments that have been detained on a per country basis. Exporters can check these reports to see the kinds of things that raise the attention of the FDA inspectors and lead to the detention of food shipments.

Another venue for labeling assistance can be found in the collaborative efforts of the Canadian Food Exporters Association (CFEA), the Canadian Consulate General in Buffalo, and the FDA. They conduct an annual labeling course that is normally held in the Toronto, Ontario region. For additional information on this annual event, contact the Canadian Food Exporters' Association or the Canadian Consulate General in Buffalo, New York.

Several Canadian agencies can provide further assistance with labeling and food exporting issues. The Tariff and Market Access Division of the Department of Foreign Affairs and International Trade (DFAIT) in Ottawa, Ontario offers free assistance to Canadian food exporters. Mr. Neil Baisi is the specific contact in this department who has received training from the FDA regarding U.S. food labeling requirements and compliance issues. His co-ordinates are listed on the "Canadian Sources of Information" section of this document.

The Canadian Consulate General in Buffalo, New York, can assist Canadian manufacturers who are unsure about which U.S. agency has the regulatory jurisdiction of their products. Agriculture and Agri-Food Canada and the Ontario Ministry of Agriculture and Food (OMAF) also provide advice with respect to labeling, along with other information regarding export opportunities in the U.S. Please refer to the "Canadian Sources of Information" section of this document for the proper co-ordinates.

A current Upstate New York and Western Pennsylvania Food Industry Contact List is attached.

Canadian Sources of Information

Canadian Consulate General

3000 HSBC Center
Buffalo, NY 14203-2884
United States of America
Tel. (716) 858-9500
Contact: Marcia Grove, Business Development Officer

Agriculture and Agri-Food Canada Market and Industry Services Branch

174 Stone Rd. W.
Guelph, ON N1G 4S9
Tel. (519) 837-5856
Fax. (519) 837-9782
Contact: Nancy Cherny
chernyn@em.agr.ca

Department of Foreign Affairs and International Trade (DFAIT) Tariff and Market Access Division

Tel. (613) 944-1015
Fax. (613) 944-4840
Contact: Neil Baisi
eat@dfait-maeci.gc.ca
http://www.dfait-maeci.gc.ca/trade/intl_bus_dev-en.asp
http://www.dfait-maeci.gc.ca/trade/intl_bus_dev-fr.asp
(Use this contact for information regarding label compliance.)

Ontario Ministry of Agriculture and Food Export Marketing Unit

5th Floor SE
1 Stone Road W
Guelph, ON N1G 4Y2
Tel. (519) 826-4210
Fax. (519) 826-3460
Contact: Dermot Mark, Manager
<http://www.gov.on.ca/OMAF>

Canadian Food Exporters Association

885 Don Mills Road, Suite 301
Toronto, ON M3C 1V9
Tel. (416) 445-3747, (888) 227-8848
Fax. (416) 510-8044, (416) 510-8043
Contact: Susan Powell, Executive Director
info@cfea.com
<http://www.cfea.com/>

Quebec Agri-food Export Club

668, Montee Montarville, C.P. #10
Saint-Bruno (Quebec, Canada) J3V 6B1
Tel. (450) 461-6266
Fax. (450) 461-6255
clubexp@cam.org
<http://www.clubexport.ca>

Upstate New York Food Industry Contacts

Advanced Distribution

2296 Kenmore Ave.
Tonawanda, NY 14150
United States of America
Tel. (716) 875-3221
Contact: Mark Crashell
Type of Business: Food warehousing

Central Wholesale Grocery Corp.

275 Union Street North
Rochester, NY 14605
United States of America
Tel. (585) 454-4700
Fax. (585) 454-4702
Contact: Joseph Cassorla, Gabriel Cassorla
Type of Business: Food Distributor
Products Handled:
Confectionary/Snackfoods

Ontario Foods Inc.

111 West Ave.
Albion, NY 14411
United States of America
Tel. (716) 589-4447
Fax. (716) 589-6940
Contact: Karl Simonson
Type of Business: Food Manufacturer

The Red Wing Co. Inc.

196 Newton St.
Fredonia, NY 14063
United States of America
Tel. (716) 673-1000
Fax. (716) 673-8443
Contact: Mike Klanac
Type of Business: Food Manufacturer
Products Handled: General Grocery

Petri Baking Products Inc.

18 Main St. Silver Creek, NY 14136
United States of America
Tel. (716) 934-2662

Fax. (716) 934-3054

Contact: Judith Lillie

Type of Business: Food Manufacturer
Products Handled: Dairy, Deli, Bakery

Rich Products Corp.

PO Box 245
Buffalo, NY 14240-0245
United States of America
Tel. (716) 878-8000
Fax. (716) 878-8765
Type of Business: Food Manufacturer
Products Handled: Frozen Foods

American Foods Group

5 Kent Drive
Orchard Park, NY 14127-3522
United States of America
Tel. (716) 662-1978
Fax. (716) 662-7339
Contact: A. Dale Schaefer
Type of Business: Food Manufacturer
Products Handled: Meat

Battistoni/Bison Products Co. Inc.

81 Dingens St.
Buffalo, NY 14206
United States of America
Tel. (716) 826-2700
Fax. (716) 826-0603
Contact: Carmine Sarno
Type of Business: Food Manufacturer
Products Handled: Meat

The Olde Pickle Factory

711 Park Ave.
Medina, NY 14103 United States of America
Tel. (716) 798-4016
Fax. (716) 798-3909
Contact: Mark Crashell
Type of Business: Food packager

Braymiller Market Inc.

6936 Gowanda State Road (Route 62)
Hamburg, NY 14075
United States of America
Tel. (716) 649-2356
Fax. (716) 649-4136
Contact: Beverly DeCarlo
Type of Business: Food Retailer

Mister Snacks Inc.

500 Creekside
Amherst, NY 14228
United States of America
Tel. (716) 681-8200
Fax. (716) 210-1010
Contact: Stephen Stern
Type of Business: Food Manufacturer
Products Handled:
Confectionary/Snackfoods

TOPS Markets, L.L.C.

6363 Main St.
Williamsville, NY 14221
United States of America
Tel. (716) 635-5000
Fax. (716) 633-0898
Type of Business: Food Retail Chain

Allied Frozen Storage Inc.

2501 Broadway
Cheektowaga, NY 14227
United States of America
Tel. (716) 894-4000
Contact: Steve Kincannon
Type of Business: Food warehousing

C S Integrated LLC

5000 North America Drive
West Seneca, NY 14224
United States of America
Tel. (716) 674-7500
Fax. (716) 674-2194
Contact: Kelly Bernacki
Type of Business: Food Distributor, Food
warehousing
Products Handled: Frozen Foods

Elmwood Warehousing Complex

1800 Elmwood Ave.
Buffalo, NY 14207-0021
United States of America
Tel. (716) 874-2765
Fax. (716) 874-4273
Contact: Glenn Bailey
Type of Business: Food warehousing, Food
Distributor
Products Handled: dry , refrigeration, frozen

A & D Food Brokers Inc.

177 Niagara Frontier Food Terminal
Buffalo, NY 14206
United States of America
Tel. (716) 824-6695
Type of Business: Food Broker

B & C Sales

116 Turner Ave.
Buffalo, NY 14220
United States of America
Tel. (716) 822-7893
Type of Business: Food Broker

Baron Brokerage

356 Mill Street
Williamsville, NY 14221
United States of America
Tel. (716) 634-2717
Contact: Rich Baron
Type of Business: Food Broker
Products Handled: Dairy, Deli, Bakery ,
General Grocery, Private Label, Produce

R J Bickert Associates

10205 Main St.
Clarence, NY 14031
United States of America
Tel. (716) 759-8876
Fax. (716) 759-2823
Contact: David Doherty
Type of Business: Food Broker
Products Handled: Dairy, Deli, Bakery ,
Confectionary/Snackfoods, Coffee/Tea,
Condiments, Frozen Foods, Private Label,

Produce, Fresh/Frozen Seafood,
Specialty/Gourmet Foods, Spices, General
Grocery

Brader WJ & Associates

5360 Genesee St.
Bowmansville, NY 14026
United States of America
Tel. (716) 685-6085
Fax. (716) 685-6939
Contact: William Brader
Type of Business: Food Broker

D & N Brokers

478 Elmwood Ave.
Buffalo, NY 14221
United States of America
Tel. 1(800) 785-9533
Type of Business: Food Broker

Redlinski Meats

1585 Walden Ave.
Cheektowaga, NY 14225
United States of America
Tel. (716) 892-5356
Fax. (716) 892-8547
Contact: Mark Redlinski
Type of Business: Food Retailer
Products Handled: Meat

NOG Inc.

99 W. Fourth St. PO Box 162
Dunkirk, NY 14048
United States of America
Tel. (800) 332-2664
Fax. (716) 366-8487
Contact: Bruce Ritenburg III
Type of Business: Food Manufacturer
Products Handled: Dairy, Deli, Bakery ,
Industrial Ingredients

Sahlen Packing Co. Inc.

318 Howard St.
Buffalo, NY 14206
United States of America
Tel. (716) 852-8677

Fax. (716) 852-8684
Contact: Chris Cauley
Type of Business: Food Manufacturer
Products Handled: Meat

F. Wardynski & Sons Inc.

336 Peckham St.
Buffalo, NY 14206
United States of America
Tel. (716) 854-6083
Fax. (716) 854-4887
Contact: Raymond Skip Wardynski
Type of Business: Food Manufacturer, Food
Distributor
Products Handled: Meat

Arctic Fisheries

338 Harris Hill Rd., Suite 212
Williamsville, NY 14221
United States of America
Tel. (716) 632-3633
Fax. (716) 632-3632
Contact: Michael Kotok
Type of Business: Food Distributor
Products Handled: Fresh/Frozen Seafood

Coca Cola Bottling Co. of Buffalo Inc.

200 Milens Road Tonawanda, NY 14150
United States of America
Tel. (716) 874-4610
Fax. (716) 874-7739
Contact: Pat Conley
Type of Business: Food Manufacturer
Products Handled: Beverages

Mayer Bros. Apple Products Inc.

3300 Transit Road
West Seneca, NY 14224
United States of America
Tel. (716) 668-1787
Fax. (716) 668-2437
Contact: Jim Kalec
Type of Business: Food Manufacturer
Products Handled: Beverages

Ford Gum & Machine Co. Inc.

18 Newton Ave.
Akron, NY 14001
United States of America
Tel. (716) 542-4561
Fax. (716) 542-4610
Contact: George Stege
Type of Business: Food Manufacturer
Products Handled:
Confectionary/Snackfoods

Lou-retta's Custom Chocolates Inc.

3764 Harlem Road
Buffalo, NY 14215
United States of America
Tel. (716) 833-7111
Fax. (716) 833-4260
Contact: Loretta Kaminsky
Type of Business: Food Manufacturer
Products Handled:
Confectionary/Snackfoods

Original Fowlers Chocolate Co. Inc.

100 River Rock Drive
Buffalo, NY 14207 United States of America
Tel. (716) 877-9983
Fax. (716) 877-9959
Contact: Theodore Marks
Type of Business: Food Manufacturer
Products Handled:
Confectionary/Snackfoods

Mt. Olympus Specialty Foods Inc.

1601 Military Road
Kenmore, NY 14212
United States of America
Tel. (716) 874-0771
Fax. (716) 876-2171
Contact: George Bechakas
Type of Business: Food Manufacturer

Instantwhip-Buffalo Inc.

2117 Genesee St.
Buffalo, NY 14211
United States of America
Tel. (716) 892-7031
Fax. (716) 892-2921

Contact: John Beck
Type of Business: Food Manufacturer
Products Handled: Dairy, Deli, Bakery

Duty Free Merchandising Inc.

125 Huntington Ct.
Williamsville, NY 14221
United States of America
Tel. (716) 632-5656
Type of Business: Food Broker

Sorrento Cheese Co. Inc.

2375 South Park Ave.
Buffalo, NY 14220
United States of America
Tel. (716) 823-6262
Fax. (716) 823-6454
Contact: Yvon Guerin
Type of Business: Food Manufacturer
Products Handled: Dairy, Deli, Bakery

Culinary Arts Specialties Inc.

50 French Road
Cheektowaga, NY 14227
United States of America
Tel. (716) 656-8943
Fax. (716) 656-8945
Contact: Thomas Dagonese
Type of Business: Food Manufacturer
Products Handled: Dairy, Deli, Bakery

Agralink Foods, Inc.

40 Stevens St.
Oakfield, NY 14125
United States of America
Tel. (716) 948-5252
Fax. (716) 948-5458
Type of Business: Food Manufacturer
Products Handled: Frozen Foods, Canned Goods

Festival Salad Corp.

2501 Broad, Suite 200
Cheektowaga, NY 14227
United States of America
Tel. (716) 893-8257

Fax. (716) 892-1984
 Contact: Colleen Hayes
 Type of Business: Food Manufacturer
 Products Handled: Ready to Eat/Prepared

Fresh Bake Pizza Co.
 3440 Transit Road
 Depew, NY 14043
 United States of America
 Tel. (716) 668-0333
 Fax. (716) 668-2425
 Contact: Colleen Tranquilli
 Type of Business: Food Manufacturer
 Products Handled: Dairy, Deli, Bakery

Henry & Henry Inc.
 375 Walden Ave.
 Lancaster, NY 14086 United States of America
 Tel. (716) 685-4000
 Fax. (716) 685-0160
 Type of Business: Food Manufacturer
 Products Handled: Dairy, Deli, Bakery ,
 Industrial Ingredients

Interstate Brands Corp., Wonder Bread of Buffalo
 313 Ferguson St.
 Buffalo, NY 14211
 United States of America
 Tel. (716) 893-2600
 Fax. (716) 895-0880
 Contact: Marshall Haney
 Type of Business: Food Manufacturer
 Products Handled: Dairy, Deli, Bakery ,
 Industrial Ingredients

Bison Foods Co. Division of Upstate Farms Cooperative Inc.
 196 Scott St.
 Buffalo, NY 14204
 United States of America
 Tel. (716) 854-8400
 Fax. (716) 855-3063
 Contact: Pete Rogers

Type of Business: Food Manufacturer
 Products Handled: Dairy, Deli, Bakery

Tripifoods, Inc.
 1427 William Street
 Buffalo, NY 14240
 United States of America
 Tel. (716) 853-7400
 Fax. (716) 852-7400
 Contact: George Gangloff
 Type of Business: Food Distributor
 Products Handled: Dairy, Deli, Bakery ,
 Confectionary/Snackfoods, Beverages, Bulk
 Foods, Coffee/Tea, Frozen Foods, General
 Grocery, Refrigerated Entrees

Maple Leaf Foods
 2200 Harlem Road
 Cheektowaga, NY 14225-4902
 United States of America
 Tel. (716) 892-2929
 Fax. (716) 892-3880
 Contact: James Bules
 Type of Business: Food Service Distributor
 Products Handled: Dairy, Deli, Bakery ,
 Canned Goods, Coffee/Tea, Frozen Foods,
 General Grocery, Meat, Produce, Snack
 Food

Ventura Foods
 336 Harris Hill Road
 Williamsville, NY 14221
 United States of America
 Tel. (716) 929-4555
 Type of Business: Food Service Distributor

Wegmans Food Markets Inc.
 1500 Brooks Ave.
 Rochester, NY 14624
 United States of America
 Tel. (585) 328-2550
 Type of Business: Food Retail Chain
 Products Handled: Private Label, Dairy,
 Deli, Bakery , Confectionary/Snackfoods,
 Fresh/Frozen Seafood, General Grocery,
 Meat, Produce

DeRose Marketing, Advantage/Pezrow

891 Delaware Ave.

Buffalo, NY 14209

United States of America

Tel. (716) 884-6900

Fax. (716) 884-0627

Contact: David DeRose; Michael J. DeRose,
Chairman & CEO

Type of Business: Food Broker

Products Handled: Dairy, Deli, Bakery ,
Confectionary/Snackfoods, Coffee/Tea,
Condiments, Frozen Foods, General
Grocery, Meat, Private Label, Produce,
Fresh/Frozen Seafood, s/g foods, Spices**CROSSMARK Sales & Marketing/
Keystone Paramount Division**

631 Aero Drive

Cheektowaga, NY 14225

United States of America

Tel. (716) 631-7581

Fax. (716) 631-8796

Contact: Patrick O'Leary

Type of Business: Food Broker

Products Handled: Private Label

Great Lakes Food Brokers

6727 Ninnick St.

Lockport, NY 14094

United States of America

Tel. (716) 439-4351

Fax. (716) 439-4352

Contact: Gordon J. Steinagle

Type of Business: Food Broker

Products Handled:

Confectionary/Snackfoods, Coffee/Tea,
Dairy, Deli, Bakery , Frozen Foods, Meat,
Private Label, Produce, Fresh/Frozen
Seafood, Spices, General Grocery**Jos. Iorio Co., Inc.**

5820 Main St., Suite 305

Williamsville, NY 14221

United States of America

Tel. (716) 204-0200

Fax. (716) 204-1200

Contact: Joseph Iorio

Type of Business: Food Broker, Food
Distributor (retail & food service), Food
Distributor, Food Service Distributor
Products Handled: Dairy, Deli, Bakery ,
General Grocery, Dry Groceries**Miranda's Sales & Merchandising**

16 Blair Lane Buffalo, NY 14224-3611

United States of America

Tel. (716) 675-8976

Fax. (716) 675-8976

Contact: Ralph D. Miranda, Carmen
Miranda

Type of Business: Food Broker

Products Handled: Condiments, Frozen
Foods, General Grocery**S & D Enterprises**

553 Westchester Ave.

Rochester, NY 14609

United States of America

Tel. (585) 482-7613

Contact: Samuel Trass

Type of Business: Food Broker

Products Handled: Coffee/Tea, Frozen
Foods, General Grocery, Private Label,
Snack Food**Buffalo Tobacco Products, Inc.**

202-208 Rhode Island Street

Buffalo, NY 14213

United States of America

Tel. (716) 883-9250

Fax. (716) 883-0752

Contact: Cos Polino

Type of Business: Food Distributor

Products Handled:
Confectionary/Snackfoods, Frozen Foods**American Sales Company**

4201 Walden Ave.

Lancaster, NY 14086-1512

United States of America

Tel. (716) 686-7000

Fax. (716) 685-6142
 Contact: Rick Gilot
 Type of Business: Food Distributor
 Products Handled: General Grocery

Olean Wholesale Grocery Co-op. Inc.
 1587 Haskell Road PO Box 1070
 Olean, NY 14760
 United States of America
 Tel. (716) 372-2020
 Fax. (716) 372-2047
 Contact: Paul Depp
 Type of Business: Food Distributor
 Products Handled: Dairy, Deli, Bakery ,
 Beverages, Bulk Foods,
 Confectionary/Snackfoods, Canned Goods,
 Coffee/Tea, Convenience Foods, Frozen
 Foods, General Grocery, Meat, Produce,
 Refrigerated Entrees, Fresh/Frozen Seafood,
 Specialty/Gourmet Foods, Private Label,
 Dairy, Deli, Bakery ,
 Confectionary/Snackfoods, Frozen Foods,
 Canned Food (fruit, jams, jellies, juices,
 milk, meat)

MAV Sales Co.
 176 Niagara Frontier Food Terminal
 Buffalo, NY 14206
 United States of America
 Tel. (716) 822-2711
 Type of Business: Food Broker

Mineo & Sapio Italian Sausage
 410 Connecticut St.
 Buffalo, NY 14213
 United States of America
 Tel. (716) 884-2398
 Fax. (716) 884-2515
 Contact: Michael Pierro
 Type of Business: Food Manufacturer
 Products Handled: Meat

**Advantage Sales & Marketing/ESM
 Buffalo Office**
 455 Cayuga Rd.
 Cheektowaga, NY 14225

United States of America
 Tel. (716) 631-3500 Type of Business: Food
 Broker

Food Enterprises
 30 Hazelwood Ave.
 Amherst, NY 14228
 United States of America
 Tel. (716) 691-5150
 Type of Business: Food Broker

Gem Food Brokers
 1260 Scottsville Road
 Rochester, NY 14624
 United States of America
 Tel. (800) 724-1475
 Type of Business: Food Broker

Home Management Services
 650 Main St.
 East Aurora, NY 14052
 United States of America
 Tel. (716) 805-0088
 Type of Business: Food Broker

IBD Canada Ltd.
 80 Creekside Dr.
 Amherst, NY 14228
 United States of America
 Tel. (716) 691-8812
 Type of Business: Food Broker

Market Dynamics Group
 2361 Wherle Dr.
 Williamsville, NY 14221
 United States of America
 Tel. (716) 632-7843
 Type of Business: Food Broker

Casa Imports Inc.
 1301 Broad
 Utica, NY 13501-1694
 United States of America
 Tel. (315) 724-4189 Type of Business: Food

Distributor**Nickel City Snacks Inc.**

8709 Zimmerman Road
Hamburg, NY 14075
United States of America
Tel. (716) 941-6903
Type of Business: Food Broker

Transfer Marketing Inc.

1025 French Road
Cheektowaga, NY 14227-3668
United States of America
Tel. (716) 668-4054
Type of Business: Food Broker

LJF Sales Inc.

117 Nadine Dr.
Cheektowaga, NY 14225-3866
United States of America
Tel. (716) 683-6465
Type of Business: Food Broker

New Horizons Food & Marketing Co., Inc.

40 North Forest Road
Williamsville, NY 14221-5230
United States of America
Tel. (716) 633-2193
Fax. (716) 633-9890
Contact: Annemarie Gaglione
Type of Business: Food Broker

C.J. Irwin Company, Inc.

4498 Main Street
Buffalo, NY 14226
United States of America
Tel. (716) 839-1015
Fax. (716) 839-0438
Contact: James D. Irwin, Jr.
Type of Business: Food Broker
Products Handled: Industrial Ingredients,
Baked Goods, Frozen Foods, Spices

Empire State Venture Corp.
40 Pineview Drive

Buffalo, NY 14228

United States of America

Tel. (716) 691-1177

Fax. (716) 691-8398

Contact: Robert W. Wopperer

Type of Business: Food Broker (retail & foodservice)

Products Handled: Dairy, Deli, Bakery ,
Condiments, Frozen Foods, General
Grocery, Meat, Fresh Frozen Seafood,
Specialty/Gourmet Foods, Spices

Syracuse Merchandisers, Inc.

911 Old Liverpool Road, #6
Liverpool, NY 13088-5585
United States of America
Tel. (315) 451-8410
Fax. (315) 453-7506
Contact: Patrick M. Dacey
Type of Business: Food Broker

Advantage ONE - PDL East Syracuse

6806 Newbrook Avenue
Syracuse, NY 13057
United States of America
Tel. (315) 432-1133
Fax. (315) 432-0470
Contact: Dick Rudisill
Type of Business: Food Broker (retail)

Western NY Merchandisers, Inc.

172 Holtz Dr. #120
Buffalo, NY 14225-1434
United States of America
Tel. (716) 634-8515
Fax. (716) 634-3405
Contact: Dick Saffire
Type of Business: Food Broker (retail)
Products Handled: Dairy, Deli, Bakery ,
Confectionary/Snackfoods, Coffee/Tea,
Condiments, Frozen Foods, Meat, Produce,
Private Label, Fresh/Frozen Seafood,
Specialty/Gourmet Foods, Spices, General
Grocery

Advantage Sales & Marketing/ESM**Syracuse**

202 Twin Oaks Drive
 Syracuse, NY 13206-1208
 United States of America
 Tel. (315) 463-5621
 Fax. (315) 463-5877
 Contact: Rich Lotano
 Type of Business: Food Broker

Advantage Sales and Marketing

PO Box 3650
 Syracuse, NY 13209
 United States of America
 Tel. (315) 488-3840
 Fax. (315) 488-9079
 Contact: John L. Foster
 Type of Business: Food Broker

DiMeo-Gale Brokerage Co., Inc.

PO Box 4465
 Utica, NY 13504
 United States of America
 Tel. (315) 733-4641
 Fax. (315) 724-5840
 Contact: John Bevilacqua
 Type of Business: Food Broker (retail & foodservice)
 Products Handled:
 Confectionary/Snackfoods, Private Label,
 General Grocery

Food Associates of Syracuse

7174 State Fair Blvd.
 Syracuse, NY 13209
 United States of America
 Tel. (315) 635-6338
 Fax. (315) 635-1798
 Contact: Nick Petrosillo
 Type of Business: Food Broker (retail & foodservice)
 Products Handled:
 Confectionary/Snackfoods, Frozen Foods,
 Dry Grocery

The Market Dynamics Group LLC

6443 Riding Rd, suite 116

Syracuse, NY 13206

United States of America

Tel. (800) 456-6264

Fax. (518) 438-6208

Contact: Alan Lobel

Type of Business: Food Broker

Mid-State Food Brokers, Inc.

7489 Henry Clay Blvd.
 Liverpool, NY 13088
 United States of America
 Tel. (315) 451-2080
 Fax. (315) 451-1433
 Contact: Harold F. LaPatra
 Type of Business: Food Broker

New Horizons Food & Marketing Company, Inc.

306 Lakeside Road
 Syracuse, NY 13209
 United States of America
 Tel. (315) 488-3101
 Fax. (315) 488-6018
 Contact: Frederic Eisenberg
 Type of Business: Food Broker

Russer Foods

665 Perry St.
 Buffalo, NY 14210
 United States of America
 Tel. (716) 826-6400
 Contact: Paul Timlin, director of sales
 Type of Business: Food Manufacturer, Food Distributor
 Products Handled: Meat

Spectrum Food Service Associates, Inc.

280 Spindrift Drive
 Williamsville, NY 14221
 United States of America
 Tel. (716) 631-3765
 Fax. (716) 631-8068
 Contact: Steve Treat
 Type of Business: Food Broker (foodservice)

Renzi Bros. Inc.

948 Bradley Street
Watertown, NY 13601
United States of America
Tel. (315) 788-5610
Fax. (315) 788-9047
Contact: John Renzi
Type of Business: Food Service Distributor
Products Handled: Bulk Foods, Canned Goods, Coffee/Tea, Deli, Frozen Foods, General Grocery, Meat, Refrigerated Entrees, Fresh/Frozen Seafood, Snack Food, Specialty/Gourmet Foods

Lavin Candy Co., Inc.

4989 S. Catherine St.
Plattsburgh, NY 12901-4451
United States of America
Tel. (518) 563-4630
Fax. (518) 563-4778
Contact: Phillip A. Reid
Type of Business: Food Distributor
Products Handled: Beverages, Bulk Foods, Confectionary/Snackfoods, Coffee/Tea, Deli, Frozen Foods, General Grocery, Meat, Specialty/Gourmet Foods

Neelon Food Sales and Marketing

P.O. Box 158
Clarence, NY 14031
United States of America
Tel. (716) 741-3104
Fax. (716) 741-2303
Contact: Mike Neelon
Type of Business: Food Broker (retail & foodservice)
Products Handled: Dairy, Deli, Bakery, Confectionary/Snackfoods, General Grocery, Private Label, Produce

Militello Food Brokerage

176 Niagara Food Terminal
Buffalo, NY 14206
United States of America
Tel. (716) 826-7777
Fax. (716) 826-7779
Contact: Charlie

Type of Business: Food Broker (foodservice)
Products Handled: Canned Goods (tomato products), Meat

Market Dynamics

15 Warehouse Row
Albany, NY 12205
United States of America
Tel. (518) 438-6264
Fax. (518) 438-6208
Contact: Alan Lobel
Type of Business: Food Broker (foodservice)
Products Handled: Dairy, Deli, Bakery, Frozen Foods, Industrial Ingredients, Fresh/Frozen Seafood, Meat

Shoreline Brokerage Co.

4245 Union Road
Buffalo, NY 14225
United States of America
Tel. (716) 634-7290
Fax. (716) 634-1764
Contact: Elliot Tubbs
Type of Business: Food Broker (retail & foodservice)
Products Handled: Dairy, Deli, Bakery, Industrial Ingredients

Gasparini Sales, Inc.

2700 Bellvue Avenue
Syracuse, NY 13219
United States of America
Tel. (315) 471-1438
Fax. (315) 471-8127
Contact: Edward Gasparini; Susan Metz
Type of Business: Food Broker (retail & foodservice)
Products Handled: Confectionary/Snackfoods, Dairy, Deli, Bakery, Frozen Foods, Fresh/Frozen Seafood, Meat

Bratt-Foster, Inc. DBA Advantage Sales & Marketing

PO Box 3650
Syracuse, NY 13220
United States of America
Tel. (315) 488-3840
Fax. (315) 488-9079
Contact: John L. Foster
Type of Business: Food Broker (retail)
Products Handled: General Grocery,
Beverages, Dairy, Deli, Bakery, Frozen
Foods, Produce

R. Jay & Associates, Inc.
5620 Business Ave., Suite D4
Cicero, NY 13039
United States of America
Tel. (315) 452-4590
Fax. (315) 452-4593
Contact: Jeffrey A. Jay
Type of Business: Food Broker (retail)
Products Handled: Meat, Dairy, Deli,
Bakery, Fresh/Frozen Seafood

Acosta Inc. Buffalo/Syracuse
405 North French Road, #114
Amherst, NY 14228
United States of America
Tel. (716) 636-0484
Fax. (716) 636-0487
Contact: William J. Chiodo
Type of Business: Food Broker (retail &
foodservice)

Lorenzo's Wholesale Foods
PO Box 529
4278 Fay Road
Syracuse, NY 13219-3044
United States of America
Tel. (315) 487-7777
Fax. (315) 487-0336
Contact: George Musak
Type of Business: Food Broker (retail &
foodservice)
Products Handled: Dairy, Deli, Bakery,
Beverages, Bulk Foods, Canned Goods,
Coffee/Tea, Convenience Foods, Frozen
Foods, General Grocery, Meat, Refrigerated

Entrees, Fresh/Frozen Seafood, Snack Food,
Specialty/Gourmet Foods

Klass Ingredients Inc.
3885 N. Buffalo Street
Orchard Park, NY 14127
United States of America
Tel. (716) 662-6665
Fax. (716) 662-0285
Contact: Jack Klass,
jackk@klassingredients.com
Type of Business: Food Broker (ingredients)
Products Handled: Industrial Ingredients

CFM Food Distributors
580 W. Main Street
PO Box 866
Watertown, NY 13601
United States of America
Tel. (315) 788-1390
Fax. (315) 788-1414
Contact: Jerry Levos
Type of Business: Food Broker, Food
Distributor
Products Handled: Dairy, Deli, Bakery,
Beverages, Confectionary/Snackfoods,
Canned Goods, Coffee/Tea, Convenience
Foods, Frozen Foods, General Grocery,
Meat, Produce, Refrigerated Entrees,
Fresh/Frozen Seafood, Specialty/Gourmet
Foods

Roger Seifert, Ltd.
374 Delaware Avenue, Suite 302
Buffalo, NY 14202-1611
United States of America
Tel. (716) 849-1111
Fax. (716) 849-9430
Contact: Roger Mark Seifert
Type of Business: Food Broker (retail)

Spectrum Food Service Assoc.
2 Rockwood Street
Rochester, NY 14610-2616
United States of America
Tel. (585) 244-1380

Type of Business: Food Broker
(Foodservice)
Products Handled: Beverages,
Confectionary/Snackfoods. Dairy, Deli,
Bakery, Frozen Foods, Fresh/Frozen
Seafood, Meat

VBC

324 Sprucewood Terrace
Williamsville, NY 14221
United States of America
Tel. (716) 631-3194
Fax. (716) 631-3195
Contact: Fred Vollmar
Type of Business: Food Broker (retail &
foodservice)
Products Handled:
Confectionary/Snackfoods, Frozen Foods,
Fresh/Frozen Seafood, Meat

Acosta Inc.

1225 Ridge Road
Rochester, NY 14615-2414
United States of America
Tel. (716) 581-2080
Fax. (716) 581-2887
Contact: John Dubois
Type of Business: Food Broker (retail)
Products Handled: Dairy, Deli, Bakery ,
Meat

Starkweather Freight Lines

3808 Oak Orchard Rd.
P.O. Box 350
Medina, NY 14103
United States of America
Tel. (800) 541-6663
Fax. (716) 589-6042
Contact: Mark Crashell
Type of Business: Food Distributor, food
warehousing
Products Handled: Food storage and
distribution

James Desiderio Inc.

550 Bailey Ave.

Buffalo, NY 14206
United States of America
Tel. (716) 823-2211
Fax. (716) 823-0286
Contact: Robert Mercurio
Type of Business: Food Distributor
Products Handled: Produce

Freshco Foods Inc.

156 Niagara Frontier Food Terminal
Buffalo, NY 14206
United States of America
Tel. (716) 822-1234
Fax. (716) 822-1267
Contact: Frank Morabito
Type of Business: Food Distributor
Products Handled: Produce

H&F Food Products Co. Inc.

321 Ramsdell Ave.
Buffalo, NY 14216-1088
United States of America
Tel. (716) 876-4345
Fax. (716) 876-7455
Contact: Thomas Amabile
Type of Business: Food Distributor
Products Handled: Greek and Spanish
products, olives, peppers

**Latina Food Service/Latina Niagara
Importing Co Inc.**

2299 Military Road
Tonawanda, NY 14150
United States of America
Tel. (716) 693-9999
Fax. (716) 693-0303
Contact: Charles C. Marazzo
Type of Business: Food Distributor
Products Handled: Canned Goods, Dairy,
Frozen Foods, General Grocery, Meat,
Produce, Fresh/Frozen Seafood,
Specialty/Gourmet Foods

M & T Chirico Inc.

173 Niagara Frontier Food Terminal
Buffalo, NY 14206

United States of America
 Tel. (716) 822-2021
 Fax. (716) 822-1202
 Contact: Anthony Chirico
 Type of Business: Food Distributor
 Products Handled: Produce

Maria's Frozen Foods Inc.
 7500 Center St.
 West Falls, NY 14170
 United States of America
 Tel. (716) 655-5232
 Fax. (716) 655-5232
 Contact: James Pylkas
 Type of Business: Food Manufacturer
 Products Handled: Frozen Foods

Montondo's Seafood Inc.
 201 East Ave.
 Lockport, NY 14094
 United States of America
 Tel. (716) 434-2818
 Fax. (716) 434-2922
 Contact: Robert Luff
 Type of Business: Food Service
 Distributor Products Handled: Frozen Foods,
 General Grocery, Fresh/Frozen Seafood

P.D. Produce
 157 Niagara Frontier Food Terminal
 Buffalo, NY 14206
 United States of America
 Tel. (716) 822-9010
 Contact: Paul Davis
 Type of Business: Food Distributor
 Products Handled: Produce

Spectrum Food Service Associates, Inc.
 202 Twin Oaks Drive
 Syracuse, NY 13206
 United States of America
 Tel. (315) 463-0528
 Fax. (315) 463-4807
 Contact: Steve Treat
 Type of Business: Food Broker

Schneider's Fish & Seafood Corp.
 2150 Old Union Road
 Cheektowaga, NY 14221
 United States of America
 Tel. (716) 668-6165
 Fax. (716) 668-6191
 Contact: Steven Perelstein
 Type of Business: Food Distributor
 Products Handled: Bulk Foods, Canned
 Goods, Deli, Frozen Foods, General
 Grocery, Meat, Produce, Fresh/Frozen
 Seafood

Bippert's Farms
 5240 Clinton Street
 Elma, NY 14059
 United States of America
 Tel. (716) 668-4328
 Fax. (716) 668-4886
 Contact: Barbara Duggert
 Type of Business: Food producer
 Products Handled: Produce

Sunset Fruit & Vegetable Inc.
 149 Niagara Frontier Food Terminal
 Buffalo, NY 14206
 United States of America
 Tel. (716) 826-2217
 Fax. (716) 826-0174
 Contact: Michael Schimenti, Ron
 Wilkowski
 Type of Business: Food Distributor (retail &
 foodservice)
 Products Handled: Produce

Sysco Food Service - Jamestown
 PO Box 160
 Jamestown, NY 14702
 United States of America
 Tel. (716) 665-5620
 Fax. (716) 665-8201
 Contact: Chris Loomis
 Type of Business: Food Service Distributor
 Products Handled: Dairy, Deli, Bakery ,
 Beverages, Bulk Foods,
 Confectionary/Snackfoods, Canned Goods,

Coffee/Tea, Convenience Foods, Frozen Foods, General Grocery, Health Foods, Meat Produce, Refrigerated Entrees, Fresh/Frozen Seafood, Specialty/Gourmet Foods

Tarantino Foods Inc.

530 Bailey
Buffalo, NY 14206
United States of America
Tel. (716) 823-6600
Fax. (716) 823-1718
Contact: Bob Orzechowski (Bobby O.)
Type of Business: Food service Distributor
Products Handled: Produce

US Foodservice

125 Gardenville Parkway West
Buffalo, NY 14224
United States of America
Tel. (716) 668-8881 Fax. (716) 656-8270
Contact: Jack Larson
Type of Business: Food Distributor
Products Handled: Food and equipment

Willowbrook Farms - J.H. Wattles Inc.

92 Niagara Frontier Food Terminal
Buffalo, NY 14206
United States of America
Tel. (716) 824-4400
Fax. (716) 822-1718
Contact: Bill Ford
Type of Business: Food Distributors
Products Handled: Beverages, Canned Goods, Dairy, Frozen Foods, Meat, Produce, Fresh/Frozen Seafood

Del-Mar Provision Co.

1393 Clinton Street
Buffalo, NY 14206
United States of America
Tel. (716) 826-2475
Fax. (716) 826-8508
Contact: Ralph DelBello
Type of Business: Food Distributor
Products Handled: Meat

Hoelshers Delaware Meats Inc.

3067 Delaware Ave.
Kenmore, NY 14217
United States of America
Tel. (716) 874-3620
Fax. (716) 874-0920
Contact: Donald Hoelscher, David Hoelscher
Type of Business: Food Distributor
Products Handled: Meat

J. Mills Distributing Co.

3360 Benzing Road
Orchard Park, NY 14127
United States of America
Tel. (716) 822-0854
Fax. (716) 822-2421 Contact: John Mills
Type of Business: Food Distributor
Products Handled: Meat

Rabe Sales Corp.

80 Rolling Green Lane
Elma, NY 14059
United States of America
Tel. (716) 652-1867
Fax. (716) 652-4278
Contact: James Leumer
Type of Business: Food Broker
Products Handled: Private Label

Perry's Ice Cream

One Ice Cream Plaza
Akron, NY 14001
United States of America
Tel. (716) 542-5492
Fax. (716) 542-2544
Contact: Robert Denning
Type of Business: Food Manufacturer, Food Distributor
Products Handled: Frozen Foods

PLP Next Generation Beverage Supply

80 Earheart Dr.
Williamsville, NY 14221
United States of America

Tel. (716) 633-3475
 Fax. (716) 633-2007
 Contact: Deanna Bermingham
 Type of Business: Food Broker
 Products Handled: Beverages

Davenport-Webb Inc.
 1199 Harlem Road
 Cheektowaga, NY 14227
 United States of America
 Tel. (716) 826-7952
 Fax. (716) 821-9404
 Contact: O.W. Doc Davenport
 Type of Business: Sales and marketing

Jack DeWitt Sales Co.
 8630 Sheridan Drive
 Williamsville, NY 14221
 United States of America
 Tel. (716) 634-3413
 Fax. (716) 634-3421
 Contact: Robert DeWitt
 Type of Business: Food Broker
 Products Handled: Fresh/Frozen Seafood

Fortuna Food Brokers
 2741 Transit Road
 Elma, NY 14059
 United States of America
 Tel. (716) 675-2944
 Fax. (716) 675-3633
 Contact: Enzo Dentico
 Type of Business: Foodservice Broker
 Products Handled: Meat, Deli, Baked
 Goods, Prepared Foods

General Brokerage Co., Inc.
 177 Niagara Frontier Food Terminal
 Buffalo, NY 14206
 United States of America
 Tel. (716) 824-1010
 Fax. (716) 824-9027
 Contact: Dean Cerrone
 Type of Business: Food broker
 Products Handled: Produce

David C. Haas, Inc.
 153 Niagara Frontier Food Terminal
 Buffalo, NY 14206
 United States of America
 Tel. (716) 822-2616
 Fax. (716) 822-8181
 Contact: Jim Patrick
 Type of Business: Food Broker
 Products Handled: Produce

Heritage Food Brokers
 18 Doster Pl.W. Seneca, NY 14224
 United States of America
 Tel. (716) 674-0697
 Contact: Paul Goszewski
 Type of Business: Food Broker
 Products Handled: Seafood, dry goods

Louis J. DeCarlo & Son Inc.
 154 Niagara Frontier Food Terminal
 Buffalo, NY 14206
 United States of America
 Tel. (716) 824-0110
 Fax. (716) 824-5243
 Contact: Jack DeCarlo
 Type of Business: Food Distributor
 Products Handled: Produce

Goya Foods, Great Lakes
 200 S. Main St.
 Angola, NY 14006-0152
 United States of America
 Tel. (716) 549-0076
 Fax. (716) 549-1506
 Contact: Robert Drago
 Type of Business: Food Manufacturer, Food
 Distributor
 Products Handled: Produce

Buffalo Beverage Corp.
 3080 William St.
 Buffalo, NY 14227
 United States of America
 Tel. (716) 897-0888
 Fax. (716) 897-1230
 Contact: John Jablonski

Type of Business: Food Distributor
 Products Handled: Beverages (beer and wine)

Consumer's Beverage Inc.

2230 South Park Ave.
 Buffalo, NY 14220
 United States of America
 Tel. (716) 826-9200 Fax. (716) 826-3727
 Contact: Neil Cavanagh
 Type of Business: Food Manufacturer, Food Distributor
 Products Handled: Beer

Korey Sales & Services Inc.

2343 Union Road
 Cheektowaga, NY 14227
 United States of America
 Tel. (716) 668-0988
 Fax. (716) 668-2162
 Contact: Tom Sartori
 Type of Business: Food Distributor
 Products Handled: Baked Foods, Beverages, Confectionary/Snackfoods, Coffee/Tea, Dairy, Frozen Foods, General Grocery, Refrigerated Entrees, Specialty/Gourmet Foods

S.J. McCullagh, Inc.

245 Swan Street
 Buffalo, NY 14204
 United States of America
 Tel. (716) 856-3473
 Fax. (716) 856-3486
 Contact: Paul Scinta
 Type of Business: Food Manufacturer, Food Distributor
 Products Handled: Beverages, Coffee/Tea, General Grocery, Specialty/Gourmet Foods

Pepsi-Cola Buffalo Bottling Corp.

2770 Walden Ave.
 Buffalo, NY 14225
 United States of America
 Tel. (716) 684-4900
 Fax. (716) 684-0408

Contact: Scott Pastor
 Type of Business: Food Manufacturer, Food Distributor
 Products Handled: Beverages

Pine Hill Coffee Service Inc.

S-3538 California Road
 Orchard Park, NY 14127 United States of America
 Tel. (716) 662-1788
 Fax. (716) 662-8507
 Contact: James Braithwaite
 Type of Business: Food Manufacturer, Food Distributor
 Products Handled: Beverages

Try-It Distributing Co. Inc.

4155 Walden Ave.
 Lancaster, NY 14086
 United States of America
 Tel. (716) 651-3551
 Fax. (716) 651-4695
 Contact: Jeffrey Vukelic
 Type of Business: Food Distributor
 Products Handled: Beverages

Atwater Foods Inc.

10190 Route 18
 Lyndonville, NY 14098
 United States of America
 Tel. (585) 765-2639
 Fax. (585) 765-9443
 Contact: Randy Atwater
 Type of Business: Food Distributor
 Products Handled: Dried fruits

Rosina Food Products Inc.

75 Industrial Parkway
 Buffalo, NY 14227
 United States of America
 Tel. (716) 668-0123
 Fax. (716) 668-6472
 Contact: Russell Corigliano
 Type of Business: Food Manufacturer
 Products Handled: Specialty/Gourmet Foods

Sara Lee Coffee & Tea

14 Corporate Circle
East Syracuse, NY 13057
United States of America
Tel. (315) 437-1140

Fax. (315) 437-1149 Contact: Michael
Garlick

Type of Business: Food Service Distributor
Products Handled: Beverages, Coffee/Tea,
General Grocery

Quandt's Foodservice Distributors, Inc.

105 Quist Rd.
Amsterdam, NY 12010
United States of America
Tel. (518) 842-1550
Fax. (518) 842-0621

Contact: Robert S. Quandt
Type of Business: Food Service Distributor
(restaurant & institutional)

Products Handled: Dairy, Deli, Bakery ,
Beverages, Bulk Foods, Canned Goods,
Coffee/Tea, Convenience Foods, Frozen
Foods, General Grocery, Meat, Produce,
Refrigerated Entrees, Fresh/Frozen Seafood,
Snack Food

Carretta Beef Supply Inc.

1690 Lyell Ave.
Rochester, NY 14606
United States of America
Tel. (585) 647-1660
Fax. (585) 647-1819

Contact: Tony Carretta
Type of Business: Food Service Distributor
Products Handled: Deli, Frozen Foods,
Meat/Poultry

Alliant/U.S. Foodservice

12 Marway Circle
Rochester, NY 14624
United States of America
Tel. (585) 247-3260
Fax. (585) 247-6893

Contact: Mark Vasas
Type of Business: Food Service Distributor

Products Handled: Dairy, Deli, Bakery ,
Beverages, Bulk Foods,
Confectionary/Snackfoods, Canned Goods,
Coffee/Tea, Frozen Foods, General Grocery,
Meat, Refrigerated Entrees, Fresh/Frozen
Seafood, Specialty/Gourmet Foods

Davis Brothers Inc.

4521 County Route 4
Oswego, NY 13126
United States of America
Tel. (315) 343-6933
Fax. (315) 343-5786

Contact: William Davis
Type of Business: Food Service Distributor
Products Handled: Baked Foods, Beverages,
Bulk Foods, Coffee/Tea, Dairy, Frozen
Foods, Meat, Fresh/Frozen Seafood, Snack
Food

Palmer Distributing Inc.

100 Hoffman St.
Newark, NY 14513
United States of America
Tel. (315) 331-0926
Fax. (315) 331-1538

Contact: Douglas F. Palmer
Type of Business: Food Service Distributor
Products Handled: Baked Foods, Beverages,
Confectionary/Snackfoods, Canned Goods,
Coffee/Tea, Dairy, Frozen Foods, General
Grocery, Meat, Produce, Refrigerated
Entrees, Fresh/Frozen Seafood

North Country Candy & Tobacco

360 Elm St.
PO Box 60
Malone, NY 12953
United States of America
Tel. (518) 483-7339
Fax. (518) 483-0162

Contact: Rick Honahan
Type of Business: Food Service Distributor
Products Handled: Beverages,
Confectionary/Snackfoods, Canned Goods,
Coffee/Tea, General Grocery

Glazier Packing Co. Inc.

14 Front St.
 Malone, NY 12953
 United States of America
 Tel. (518) 483-4990
 Fax. (518) 483-8300
 Contact: Gerald Sidor
 Type of Business: Food Service Distributor
 Products Handled: Dairy, Deli, Bakery ,
 Beverages, Canned Goods, Coffee/Tea
 Convenience Foods, Frozen Foods, Meat,
 Produce, Fresh/Frozen Seafood

Licata Brothers Inc.

69 Lock Street
 Lockport, NY 14094
 United States of America
 Tel. (716) 434-8896
 Fax. (716) 434-8898
 Contact: David Licata
 Type of Business: Foodservice Broker
 Products Handled: Beverages, Coffee/Tea

The Drescher Corporation

200 Monarch Dr.
 Liverpool, NY 13088
 United States of America
 Tel. (315) 457-4911
 Fax. (315) 457-2898
 Contact: W.J. Drescher, Jr.
 Type of Business: Food Service Distributor
 Products Handled: Beverages, Canned
 Goods, Dairy, Frozen Foods, Meat, Snack
 Food

Depew Milk Co. Inc.

4 Pine View Lane
 Lancaster, NY 14086
 United States of America
 Tel. (716) 683-9164
 Fax. (716) 683-9275
 Contact: Ed Wargala
 Type of Business: Food
 Service Distributor
 Products Handled: Dairy

Willow Run Foods Inc.

PO Box 1350
 Binghamton, NY 13902-1350
 United States of America
 Tel. (607) 338-5221
 Fax. (607) 338-5308
 Contact: Richard Koffs
 Type of Business: Food Service Distributor
 Products Handled: Dairy, Deli, Bakery ,
 Beverages, Bulk Foods,
 Confectionary/Snackfoods, Canned Goods,
 Coffee/Tea, Frozen Foods, Meat, Produce,
 Fresh/Frozen Seafood

JD & Sons

11 Parsells Ave.
 Rochester, NY 14609
 United States of America
 Tel. (585) 288-4450
 Fax. (208) 445-5707
 Contact: Dino Diagahalis
 Type of Business: Food Service Distributor
 Products Handled: Fresh/Frozen Seafood

J & R Food Service Inc.

330 Grant St.
 Elmira, NY 14901
 United States of America
 Tel. (607) 732-1725
 Fax. (607) 732-8850
 Contact: John Cacciotti
 Type of Business: Food Service Distributor
 Products Handled: Beverages, Canned
 Goods, Coffee/Tea, Dairy, Frozen Foods,
 General Grocery

Kastner Wholesale Meat

774 Jay St.
 Rochester, NY 14611
 United States of America
 Tel. (585)
 235-4350
 Fax. (585) 235-4421
 Contact: Stephen Fraum
 Type of Business: Food Service Distributor
 Products Handled: Frozen Foods,
 Meat/Poultry, Fresh/Frozen Seafood

Cortland Produce Co. Inc.

224 Central Ave.
 Cortland, NY 13045
 United States of America
 Tel. (607) 756-7583
 Fax. (607) 756-6927
 Contact: Doug Tesoriero
 Type of Business: Food Service Distributor
 Products Handled: Beverages, Canned Goods, Coffee/Tea, Convenience Foods, Frozen Foods, General Grocery, Meat, Produce

Maines Paper & Food Service, Inc.

101 Broome Corporate Parkway
 Conklin, NY 13748
 United States of America
 Tel. (607) 772-1936
 Fax. (607) 779-1594
 Type of Business: Food Service Distributor
 Products Handled: Beverages, Bulk Foods, Confectionary/Snackfoods, Canned Goods, Coffee/Tea, Dairy, Deli, Frozen Foods, General Grocery, Meat Produce, Fresh/Frozen Seafood

MaPlevale Farms Inc.

8956 W. Main St.
 Clymer, NY 14724
 United States of America
 Tel. (716) 355-4114
 Fax. (716) 355-4357
 Contact: Sam Abbott
 Type of Business: Food Service Distributor
 Products Handled: Dairy, Deli, Bakery, Beverages, Bulk Foods, Canned Goods, Coffee/Tea, Convenience Foods, Frozen Foods, General Grocery, Meat, Produce, Refrigerated Entrees, Snack Food, Fresh/Frozen Seafood, Specialty/Gourmet Foods

Alliant/U.S. Foodservice

755 Pierce Rd.
 Clifton Park, NY 12065

United States of America

Tel. (518) 877-8511
 Fax. (518) 877-3929
 Contact: Timothy Rasoe
 Type of Business: Food Service Distributor
 Products Handled: Dairy, Deli, Bakery, Confectionary/Snackfoods, Beverages, Bulk Foods, Coffee/Tea, Frozen Foods, General Grocery, Meat, Produce, Refrigerated Entrees, Fresh/Frozen Seafood, Specialty/Gourmet Foods

Gray's Wholesale Inc.

513 State St.
 Clayton, NY 13624
 United States of America
 Tel. (315) 686-3541
 Fax. (315) 686-3845
 Contact: Francis R. Gray
 Type of Business: Food Service Distributor
 Products Handled: Baked Foods, Beverages, Confectionary/Snackfoods, Canned Goods, Coffee/Tea, Frozen Foods, General Grocery, Refrigerated Entrees

Paul De Lima Co. Inc.

8550 Pardee Road
 Cicero, NY 13039
 United States of America
 Tel. (315) 699-5282
 Fax. (315) 699-6145
 Contact: Peter H. Miller
 Type of Business: Food Service Distributor
 Products Handled: Beverages, Canned Goods, Coffee/Tea, General Grocery, Specialty/Gourmet Foods

Sara Lee Coffee & Tea

116 Gruner Road
 Cheektowaga, NY 14227
 United States of America
 Tel. (716) 892-2496
 Fax. (716) 892-8479
 Contact: Jack Tower
 Type of Business: Food Service Distributor

Products Handled: Beverages, Bulk Foods,
Coffee/Tea, General Grocery, pp

Zimowski Food Specialties Inc.

3500 Bleachery Pl.

PO Box C

Chadwicks, NY 13319

United States of America

Tel. (315) 737-9445

Fax. (315) 737-9449

Contact: Scott Heiderich

Type of Business: Food Service Distributor

Products Handled: Baked Foods, Beverages,
Confectionary/Snackfoods, Canned Goods,
Coffee/Tea, Dairy, Frozen Foods, General
Grocery, Meat, Refrigerated Entrees,
Fresh/Frozen Seafood, Specialty/Gourmet
Foods

Vago Co. Inc. - Coffee, Tea & Good Taste

2207 Elmwood Ave.

Buffalo, NY 14216

United States of America

Tel. (716) 874-1614

Fax. (716) 874-1638

Type of Business: Food Service Distributor

Products Handled: Dairy, Deli, Bakery ,
Bulk Foods, Canned Goods, Coffee/Tea,
General Grocery

Derigo Sales, Inc.

3780-3790 Harlem RoadBuffalo, NY 14215

United States of America

Tel. (716) 834-7578

Fax. (716) 834-9516

Contact: Rick Cambio

Type of Business: Food Distributor

Products Handled:

Confectionary/Snackfoods, General Grocery

Tripifoods Cash & Carry

1496 William St.

Buffalo, NY 14206

United States of America

Tel. (716) 896-9242

Fax. (716) 852-7400

Contact: Joseph Haley

Type of Business: Food Service Distributor

Products Handled: Dairy, Deli, Bakery ,
Confectionary/Snackfoods, Beverages, Bulk
Foods, Coffee/Tea, Frozen Foods, General
Grocery, Refrigerated Entrees

Binghamton Poultry Inc.

126 E. Arterial Highway

Binghamton, NY 13901

United States of America

Tel. (607) 772-1489

Fax. (607) 772-9684

Contact: Bob Shea

Type of Business: Food Service Distributor

Products Handled: Dairy, Frozen Foods,
Grocery, Meat/Poultry

Finkle Distributors Inc.

160 Enterprise Road

Johnstown, NY 12095

United States of America

Tel. (518) 762-3446

Fax. (518) 762-8925

Contact: Diane Hart

Type of Business: Food Service Distributor

Products Handled: Dairy, Deli, Bakery ,
Beverages, Bulk Foods,
Confectionary/Snackfoods, Coffee/Tea,
Canned Goods, Convenience Foods, Frozen
Foods, General Grocery, Refrigerated
Entrees

Day Wholesale Inc.

151 Park St.

Tupper Lake, NY 12986

United States of America

Tel. (518) 359-2904

Fax. (518) 359-7367

Contact: Peter S. Day

Type of Business: Food Service Distributor

Products Handled: Beverages, Bulk Foods,
Confectionary/Snackfoods, Canned Goods,
Coffee/Tea, Frozen Foods, General Grocery

Bailey Seafood

3316 Baily Ave.
 Buffalo, NY 14215
 United States of America
 Tel. (716) 833-1973
 Contact: Michael Kontras
 Type of Business: Food Distributor
 Products Handled: Fresh/Frozen Seafood

Hayes Fish Company

3985 Harlem Road
 Snyder, NY 14226
 United States of America
 Tel. (716) 839-3354
 Fax. (716) 839-3356
 Contact: Robert Jarus
 Type of Business: Food Distributor
 Products Handled: Fresh/Frozen Seafood

Elmer Bender & Son, Inc.

175 Lewis St.
 Buffalo, NY 14206
 United States of America
 Tel. (716) 852-4422
 Fax. (716) 852-6368
 Contact: James M. Bender
 Type of Business: Food wholesaler
 Products Handled: Meat (lamb and veal)

Lomac & May Associates, Inc.

1540 Central Ave.
 Albany, NY 12205
 United States of America
 Tel. (716) 652-1710
 Fax. (716) 652-1710
 Contact: Mary Jane Liberatore
 Type of Business: Food Broker (retail & foodservice)

Tzetzto Brothers Inc.

1100 Military Rd.
 Kenmore, NY 14217
 United States of America
 Tel. (716) 877-0800
 Type of Business: Food Distributor

Fortuna Food Brokers

3532 James St., Suite 108
 Syracuse, NY 13206
 United States of America
 Tel. (315) 433-9954
 Fax. (315) 433-9985
 Contact: Dwayne Brown
 Type of Business: Food Broker

MDG - The Market Dynamics Group, LLC

15 Warehouse Row
 Albany, NY 12205-5744
 United States of America
 Tel. (518) 438-6264
 Fax. (518) 438-6208
 Contact: Rudy Woloss
 Type of Business: Foodservice Broker
 Products Handled: Frozen Foods, Meat, General Grocery, Confectionary/Snackfoods, Beverages, Condiments, Specialty/Gourmet Foods

SYSCO Food Services - Syracuse

Rt. 173 North
 PO Box 80
 Warners, NY 13164-0080
 United States of America
 Tel. (315) 672-8004
 Fax. (315) 672-8166
 Contact: William Loftin
 Type of Business: Food Service Distributor
 Products Handled: Dairy, Deli, Bakery, Beverages, Bulk Foods, Confectionary/Snackfoods, Canned Goods, Coffee/Tea, Convenience Foods, Frozen Foods, General Grocery, Meat, Refrigerated Entrees, Health Foods, Fresh/Frozen Seafood, Specialty/Gourmet Foods

AVICO Distributing Inc.

729 Broad St.
 Utica, NY 13501
 United States of America
 Tel. (315) 724-8243
 Fax. (315) 724-7697

Contact: John Zumpano, Jr.
 Type of Business: Food Service Distributor
 Products Handled: Dairy, Deli, Bakery ,
 Beverages, Bulk Foods,
 Confectionary/Snackfoods, Canned Goods,
 Coffee/Tea, Convenience Foods, Frozen
 Foods, General Grocery, Meat, Produce,
 Refrigerated Entrees, Fresh/Frozen Seafood

US Foodservice

125 Gardenville Parkway West
 Buffalo, NY 14224
 United States of America
 Tel. (716) 668-8881
 Fax. (716) 656-8270
 Contact: Ed Gould
 Type of Business: Food Service Distributor
 Products Handled: Dairy, Deli, Bakery ,
 Beverages, Bulk Foods, Canned Goods,
 Coffee/Tea, Convenience Foods, Frozen
 Foods, General Grocery, Meat, Produce,
 Snack Food, Specialty/Gourmet Foods

Syracuse Restaurant Supply

PO Box 11128
 Syracuse, NY 13218-1128
 United States of America
 Tel. (315) 475-0147
 Fax. (315) 475-6738
 Contact: Robert C. Wolcott
 Type of Business: Food Service Distributor
 Products Handled: Beverages, Snack Food,
 Specialty/Gourmet Foods

Smith Restaurant Supply Co. Inc.

PO Box 1111
 Syracuse, NY 13220-3350
 United States of America
 Tel. (315) 474-8731
 Fax. (315) 478-7004
 Contact: John Kupperman
 Type of Business: Food Service Distributor
 Products Handled: Beverages, Coffee/Tea

Schisa Brothers Inc.

1 Commerce Blvd.

Syracuse, NY 13211
 United States of America
 Tel. (315) 463-0213
 Fax. (315) 463-0248
 Contact: R.Scott George
 Type of Business: Food Service Distributor
 Products Handled: Dairy, Deli, Bakery ,
 Beverages, Bulk Foods, Canned Goods,
 Coffee/Tea, Convenience Foods, Frozen
 Foods, General Grocery, Meat, Fresh/Frozen
 Seafood, Specialty/Gourmet Foods

Popcorn Supply Company

PO Box 11128
 Syracuse, NY 13201-1128
 United States of America
 Tel. (315) 425-9547 Fax. (315) 475-6738
 Contact: Bob Wolcott
 Type of Business: Food Service Distributor
 Products Handled: Canned Goods, General
 Grocery, pp

Deli-Boy Warehouse

3005 Milton Ave.
 Syracuse, NY 13209
 United States of America
 Tel. (315) 488-2536
 Contact: Carmen Spinoso
 Type of Business: Food Service Distributor
 Products Handled: Dairy, Deli, Bakery ,
 Bulk Foods, Canned Goods, Convenience
 Foods, Frozen Foods, General Grocery,
 Meat, Produce, Refrigerated Entrees,
 Fresh/Frozen Seafood, Snack Food, s/g
 foods

Deli-Boy Inc.

100 Matthews Ave.
 Syracuse, NY 13209
 United States of America
 Tel. (315) 488-4411
 Fax. (315) 488-4155
 Contact: Carmen Spinoso
 Type of Business: Food Service Distributor
 Products Handled: Dairy, Deli, Bakery ,
 Bulk Foods, Canned Goods, Convenience

Foods, Frozen Foods, General Grocery, Meat, Produce, Refrigerated Entrees, Fresh/Frozen Seafood, Snack Food, s/g foods

Capaco Inc.

4000 New Court Ave.
Syracuse, NY 13206
United States of America
Tel. (315) 463-4538
Fax. (315) 463-6631
Contact: Carmen A. Giamartino
Type of Business: Food Service
Distributor Products Handled: Beverages, Bulk Foods, General Grocery, Specialty/Gourmet Foods

Tripifoods Cash & Carry

200 Public Market
Rochester, NY 14609
United States of America
Tel. (585) 325-2542
Fax. (585) 325-2543
Contact: Wilson Gutierrez
Type of Business: Food Service Distributor
Products Handled: Dairy, Deli, Bakery, Confectionary/Snackfoods, Beverages, Bulk Foods, Coffee/Tea, Frozen Foods, General Grocery, Refrigerated Entrees

Rochester Wholesale Grocers

48 Pennsylvania Ave.
Rochester, NY 14609
United States of America
Tel. (585) 232-1202
Fax. (585) 232-1217
Contact: Todd Sieler
Type of Business: Food Service Distributor
Products Handled: Beverages, Confectionary/Snackfoods, Canned Goods, Coffee/Tea, Convenience Foods, Dairy, Deli, Frozen Foods, General Grocery, Meat, Refrigerated Entrees, Fresh/Frozen Seafood, Specialty/Gourmet Foods

Palmer Food Services Inc.

900 Jefferson Rd.
Rochester, NY 14623
United States of America
Tel. (585) 424-3210
Fax. (585) 424-3818
Contact: Kip Palmer
Type of Business: Food Service Distributor
Products Handled: Dairy, Deli, Bakery, Beverages, Bulk Foods, Canned Goods, Coffee/Tea, Convenience Foods, Frozen Foods, General Grocery, Meat, Produce, Refrigerated Entrees, Fresh/Frozen Seafood, Snack Food, Specialty/Gourmet Foods

McCullagh Coffee

900 Jefferson Rd.
Rochester, NY 14623
United States of America
Tel. (585) 292-1906
Fax. (585) 292-6127
Contact: Tom Cronin
Type of Business: Food Service Distributor
Products Handled: Coffee/Tea

Smith Packing Company Inc.

105 Washington St. #125
Utica, NY 13502
United States of America
Tel. (315) 732-5125
Fax. (315) 732-5129
Contact: Eric Smith
Type of Business: Food Service Distributor
Products Handled: Canned Goods, Coffee/Tea, Dairy, General Grocery, Meat, Fresh/Frozen Seafood, s/g foods

Peter's Groceries, Inc.

620 Nottingham Road
Syracuse, NY 13224
United States of America
Tel. (315) 446-1652
Fax. (315) 446-8067
Contact: Joseph E. Peter
Type of Business: Food Retail Chain
Products Handled: Dairy, Deli, Bakery,

Candy, Fresh/Frozen Seafood, Frozen Foods, General Grocery Meat Produce

The Penn Traffic Co. (V)

1200 State Fair Blvd.

Syracuse, NY 13209

United States of America

Tel. (315) 453-7284

Fax. (315) 461-2645 Type of Business: Food Retail Chain

Products Handled: Dairy, Deli, Bakery, Confectionary/Snackfoods, Frozen Foods, Fresh/Frozen Seafood, General Grocery Meat Produce

BakeMark

1400 William St.

Buffalo, NY 14206

United States of America

Tel. (716) 842-1200

Fax. (716) 856-0986

Contact: Anne Czymanski

Type of Business: Food Service Distributor

Products Handled: Baking Ingredients, Industrial Ingredients

Ross Empire State Brokers

133 West Seneca Street

Manlius, NY 13104

United States of America

Tel. (315) 682-5111

Fax. (315) 682-2654

Contact: Donald Falkowitz

Type of Business: Food Broker

Products Handled:

Confectionary/Snackfoods, Diet Foods, Private Label

Mountain Service Distributors Mutual Division

184 Robinson St.

Binghamton, NY 13904

United States of America

Tel. (607) 723-8319/ Main: (845) 434-5674

Fax. (607) 723-4418

Contact: Eugene W. Burns

Type of Business: Food Service Distributor
Products Handled: Beverages, Candy

Darlings Inc.

1-17 N. Depot St.

Binghamton, NY 13901 United States of America

Tel. (607) 722-7274

Fax. (607) 722-7748

Contact: Joe Possemato

Type of Business: Food Service Distributor

Products Handled: Dairy, Grocery, Meat, Produce, Specialty/Gourmet Foods

Bath Packaging Company Inc.

127 W. Morris St.

Bath, NY 14810

United States of America

Tel. (607) 776-6221

Contact: Will Hopkins

Type of Business: Food Service Distributor

Products Handled: Beverages, Canned Goods, Dairy, Frozen Foods, General Grocery, Meat, Fresh/Frozen Seafood

Batavia Restaurant Supply, Inc.

301 Main Street

Batavia, NY 14020

United States of America

Tel. (585) 343-2139

Fax. (585) 343-8666

Contact: Charles P. Charbella

Type of Business: Food Service Distributor

Products Handled: Baked Foods, Beverages, Bulk Foods, Canned Goods, Coffee/Tea, Frozen Foods, General Grocery, Meat, Fresh/Frozen Seafood, Snack Food, Specialty/Gourmet Foods

Binghamton Giant Markets

100 Oakdale Road

PO Box 490

Johnson City, NY 13790

United States of America

Tel. (607) 763-8770

Fax. (607) 763-8717

Contact: David Carner, Rod Foti
 Type of Business: Food Retail
 Chain/Products Handled: Dairy, Deli, Bakery
 , Candy Meat

Ar-De's Inc.

99 Borden Ave.
 Norwich, NY 13815
 United States of America
 Tel. (607) 334-2411
 Fax. (607) 336-2022
 Type of Business: Food Retail Chain
 Products Handled: Dairy, Deli, Bakery ,
 Candy, Fresh/Frozen Seafood, Frozen
 Foods, General Grocery, Meat, Produce

Sanarak Products Inc.

456 Hinman Ave.
 Buffalo, NY 14216
 United States of America
 Tel. (716) 874-5662
 Fax. (716) 874-4737
 Contact: James H. Rogers
 Type of Business: Food Service Distributor
 Products Handled: Canned Goods, Frozen
 Foods, pp

McLane/Northeast

2828 McLane Dr.
 Baldwinsville, NY 13027
 United States of America
 Tel. (315) 638-7500
 Fax. (315) 638-4702
 Contact: Peter Leavitt
 Type of Business: Food Wholesaler
 (C-Store and Smaller Food Store)
 Products Handled: Dairy, Deli, Bakery ,
 Confectionary/Snackfoods, Beverages,
 Coffee/Tea, Convenience Foods, Frozen
 Foods, General Grocery, Meat, Produce,
 Specialty/Gourmet Foods

RDB Sales & Marketing, Inc.

4981 Commercial Drive
 Yorkville, NY 13495 United States of
 America

Tel. (315) 736-7858
 Contact: Michael Button
 Type of Business: Food Wholesaler (C-store
 and smaller food store)

Schedelman Inc.

1201 Thorn St.
 Utica, NY 13502
 United States of America
 Tel. (315) 732-6186
 Fax. (315) 732-6219
 Contact: Dean Willis
 Type of Business: Food Wholesaler (C-store
 and small food store)

Acosta Sales & Marketing

135 Old Cove Road, Suite 212
 Liverpool, NY 13090-3767
 United States of America
 Tel. (315) 461-8067
 Contact: Scott Locey (Buffalo)
 Type of Business: Food Broker
 Products Handled: Dairy, Deli, Bakery ,
 Confectionary/Snackfoods, Coffee/Tea,
 Condiments, Diet Foods, Frozen Foods,
 Meat, Private Label, Produce, Fresh/Frozen
 Seafood, Specialty/Gourmet Foods, Spices,
 General Grocery

Advantage/Pezrow

6806 Newbrook Ave.
 East Syracuse, NY 13057
 United States of America
 Tel. (315) 432-1133
 Fax. (315) 432-0470
 Contact: Bruce Loomis, James P. McCabe,
 Charles F. Perkins
 Type of Business: Food Broker
 Products Handled:
 Confectionary/Snackfoods, Coffee/Tea,
 Condiments, Dairy, Deli, Bakery , Frozen
 Foods, Produce, General Grocery

Will Poultry Co.

1075 William St.
 Buffalo, NY 14206

United States of America

Tel. (716) 853-2000

Fax. (716) 853-2011

Contact: Donald E. Will

Type of Business: Food Service Distributor

Products Handled: Dairy, Deli, Bakery ,
Bulk Foods, Canned Goods, Coffee/Tea,
Convenience Foods, Frozen Foods, General
Grocery, Meat, Refrigerated Entrees,
Fresh/Frozen Seafood, Snack Food

F & T Distributing Co., Inc.

1278 Dryden Road

Ithaca, NY 14850

United States of America

Tel. (607) 273-3811

Fax. (607) 273-3564

Contact: Frank Prudence

Type of Business: Food Broker

Products Handled: Dairy, Deli, Bakery ,
Diet Foods, Meat, Private Label,
Fresh/Frozen Seafood, Specialty/Gourmet
Foods, Spices

Price Chopper / The Golub Corp.

501 Duanesburg Road

Schenectady, NY 12306

United States of America

Tel. (518) 355-5000

Fax. (518) 356-6514

Type of Business: Food Retail Chain

Products Handled: Dairy, Deli, Bakery ,
Candy, Fresh/Frozen Seafood, Frozen
Foods, General Grocery Meat Produce

W.E. Brown & Co.

6 West Market Street

Corning, NY 14830

United States of America

Tel. (607) 962-2612 Fax. (607) 962-2612

Contact: Celia Smith

Type of Business: Food Distributor

Products Handled:
Confectionary/Snackfoods

E.P. Kirst & Sons

5727 South Park Avenue

Buffalo, NY 14075

United States of America

Tel. (716) 649-4590

Fax. (716) 649-1383

Contact: Daniel J. Kirst

Type of Business: Food Distributor

Products Handled: Dairy, Deli, Bakery ,
Confectionary/Snackfoods, Beverages,
Canned Goods, Coffee/Tea, Frozen Foods,
General Grocery

Elmira Distributing Co.

374 Upper Oakwood Ave.

Elmira Heights, NY 14903

United States of America

Tel. (607) 734-6231

Fax. (607) 733-6989

Contact: Richard P. Rinde

Type of Business: Food Distributor

Products Handled: Beverages, Bulk Foods,
Confectionary/Snackfoods, Canned Goods,
Convenience Foods, General Grocery

J.A. Gold

60 Earhart Drive, Suite 14

Williamsville, NY 14221

United States of America

Tel. (716) 633-9807

Fax. (716) 633-9822

Contact: James A. Gold

Type of Business: Food Distributor

Products Handled:
Confectionary/Snackfoods,
Specialty/Gourmet Foods

Jacob Kern & Sons

56 Nicholas St.

Lockport, NY 14094

United States of America

Tel. (716) 434-3577

Fax. (716) 434-0821

Contact: Jacob Kern

Type of Business: Food Distributor

Products Handled:
Confectionary/Snackfoods

Western Pennsylvania Food Industry Contacts

US Foodservice Altoona

PO Box 632
 Altoona, PA 16601
 United States of America
 Tel. (814) 946-1201
 Fax. (814) 949-8398
 Contact: Anita Popovich
 Type of Business: Food Service Distributor
 Products Handled: Dairy, Deli, Bakery ,
 Beverages, Bulk Foods,
 Confectionary/Snackfoods, Coffee/Tea,
 Canned Goods, Frozen Foods, General
 Grocery, Meat, Produce, Refrigerated
 Entrees, Fresh/Frozen Seafood,
 Specialty/Gourmet Foods

Hermanowski Wholesale Grocery

1907 Penn Ave.
 Pittsburgh, PA 15222
 United States of America
 Tel. (412) 391-6493
 Fax. (412) 471-3884
 Contact: Joe Hermanowski
 Type of Business: Food Service Distributor
 Products Handled: Baked Foods, Beverages,
 Confectionary/Snackfoods, Canned Goods,
 Coffee/Tea, Convenience Foods, Deli,
 General Grocery, Specialty/Gourmet Foods

Fort Pitt Candy Co.

1642 Penn Ave.
 Pittsburgh, PA 15222
 United States of America
 Tel. (412) 281-9016
 Contact: Milton Eisenstat
 Type of Business: Food Service Distributor
 Products Handled: Beverages,

Confectionary/Snackfoods, Canned Goods,
 Convenience Foods, Dairy, Deli

Eisenstat Candy Co.

112 Saint Joseph St.
 Pittsburgh, PA 15210
 United States of America
 Tel. (412) 381-9100
 Fax. (412) 381-5430
 Contact: Robert Eisenstat
 Type of Business: Food Service Distributor
 Products Handled: Dairy, Deli, Bakery ,
 Beverages, Bulk Foods,
 Confectionary/Snackfoods, Convenience
 Foods, Frozen Foods, General Grocery,
 Meat, Produce

CBBC Pittsburgh

800 Vinial St., Suite B301
 Pittsburgh, PA 15212
 United States of America
 Tel. (412) 321-8501
 Fax. (412) 321-8506
 Contact: Patty Reis
 Type of Business: Food Service Distributor
 Products Handled: Meat

Personalized Distribution Systems Inc.

98 Vanadium Rd.
 Bridgeville, PA 15017
 United States of America
 Tel. (412) 257-0222
 Fax. (412) 257-0234
 Contact: Dan King
 Type of Business: Food Service Distributor
 Products Handled: Dairy, Deli, Bakery ,
 Beverages, Bulk Foods,

Confectionary/Snackfoods, Canned Goods,
Coffee/Tea, Convenience Foods, Frozen
Foods, General Grocery, Meat, Fresh/Frozen
Seafood, Specialty/Gourmet Foods

Clover Hill Foods

3115 Washington Pike Bridgeville, PA
15017

United States of America

Tel. (412) 257-1700

Fax. (412) 257-5888

Contact: Bill Virgi

Type of Business: Food Service Distributor

Products Handled: Dairy, Deli, Bakery,

Beverages, Bulk Foods,

Confectionary/Snackfoods, Canned Goods,

Coffee/Tea, Convenience Foods, Frozen

Foods, General Grocery, Meat, Fresh/Frozen

Seafood, Specialty/Gourmet Foods

A.J. Silberman & Co.

838 Braddock Ave.

Braddock, PA 15104

United States of America

Tel. (412) 271-3373

Fax. (412) 271-1987

Contact: David Silberman

Type of Business: Food Service Distributor

Products Handled:

Confectionary/Snackfoods, Canned Goods,

Coffee/Tea, Convenience Foods, Dairy,

Deli, Frozen Foods, General Grocery,

Produce

John V. Heineman Co.

151 39th St.

Pittsburgh, PA 15206

United States of America

Tel. (412) 681-9850

Fax. (412) 681-9840

Contact: John R. Ketler

Type of Business: Food Service Distributor

Products Handled: Beverages, Bulk Foods,

Confectionary/Snackfoods, Canned Goods,

Coffee/Tea, Dairy, Frozen Foods, General

Grocery, Health Foods, Organic Produce,

Produce, Refrigerated Entrees,
Specialty/Gourmet Foods

W.R. Straw/All-Chem Distributors Inc.

2701-05 Industrial Ave.

Altoona, PA 16601

United States of America

Tel. (814) 944-0188

Fax. (814) 944-0881

Contact: Michael R. Straw

Type of Business: Food Service Distributor

Products Handled: Beverages, Coffee/Tea,

General Grocery, Snack Food

Stamoolis Brothers Co. Inc.

2020 Fenn Ave.

Pittsburgh, PA 15222

United States of America

Tel. (412) 471-7676

Fax. (412) 471-3621

Contact: Gus Stamoolis

Type of Business: Food Service Distributor

Genesee Natural Foods, Inc.

2905 Gold Road

Genesee, PA 16923

United States of America

Tel. (814) 228-3200

Fax. (814) 228-3638

Contact: Diana Hinrichsen

Type of Business: Food Broker

Products Handled: Specialty/Gourmet

Foods, Spices, General Grocery

Ebbert Sales & Marketing

P.O. Box 82

701 W. Ingomar Road

Ingomar, PA 15127-0082

United States of America

Tel. (412) 364-6000

Fax. (412) 364-0297

Contact: Joe Ebbert, Steve Ebbert

Type of Business: Food Broker

(foodservice)

Products Handled: Health & Beauty Care

Herman & Burns Food Brokers Inc.

120 Marguerite Dr # 300
 Cranberry Twp, PA 16066-5007
 United States of America
 Tel. (724) 779-2121
 Contact: Ron Herman
 Type of Business: Food Broker

Romeo & Sons

100 Romeo Lane
 Uniontown, PA 15401
 United States of America
 Tel. (724) 438-5561
 Fax. (724) 438-1149
 Contact: Ron Romeo
 Type of Business: Food Service Distributor
 Products Handled: Dairy, Deli, Bakery ,
 Beverages, Bulk Foods,
 Confectionary/Snackfoods, Canned Goods,
 Coffee/Tea, Convenience Foods, Frozen
 Foods, General Grocery, Meat, Produce,
 Refrigerated Entrees, Fresh/Frozen Seafood,
 Specialty/Gourmet Foods

R. P. Associates

1105 Lincoln Highway
 North Versailles, PA 15137
 United States of America
 Tel. (412) 824-5847
 Fax. (412) 824-2751
 Contact: Ralph Dowell
 Type of Business: Food Broker (retail)
 Products Handled: Dairy, Deli, Bakery ,
 Confectionary/Snackfoods, Coffee/Tea,
 Condiments, Frozen Foods, Meat, Private
 Label, Produce, Specialty/Gourmet Foods,
 General Grocery

Allegheny Valley Food Service Broker

1 E. Crafton Ave.
 Pittsburgh, PA 15205
 United States of America
 Tel. (412) 922-8866 Fax. (412) 922-8804
 Contact: Barry Miller
 Type of Business: Food Distributor
 Products Handled: Full line.

J.G. Packing Co.

Rte 220
 Bellwood, PA 16617
 United States of America
 Tel. (814) 742-8461
 Fax. (814) 742-7342
 Contact: Daniel R. Gerwert
 Type of Business: Food Service Distributor
 Products Handled: Beverages, Canned
 Goods, Coffee/Tea, Convenience Foods,
 Dairy, Deli, Frozen Foods, General Grocery,
 Meat, Fresh/Frozen Seafood, Snack Food,
 Specialty/Gourmet Foods

Gem Candy & Novelty Co.

PO Box 2045
 York, PA 17405-2045
 United States of America
 Tel. (717) 848-2851
 Fax. (717) 848-2657
 Contact: Ronald Kline
 Type of Business: Food Service Distributor
 Products Handled:
 Confectionary/Snackfoods

Uni-Mart

477 East Beaver Ave.
 State College, PA 16801
 United States of America
 Tel. (814) 234-6000
 Type of Business: Retail Chain (C-store)

Nappie's Food Service Co.

8051 Steubenville Pike
 Oakdale, PA 15071
 United States of America
 Tel. (724) 695-3500 Fax. (724) 695-2820
 Contact: Angelo Napoleone
 Type of Business: Food Service Distributor
 Products Handled: Dairy, Deli, Bakery ,
 Beverages, Bulk Foods, Canned Goods,
 Coffee/Tea, Frozen Foods, General Grocery,
 Meat, Fresh/Frozen Seafood

Blackburn Russell Co. Inc.

PO Box 157
 Bedford, PA 15522
 United States of America
 Tel. (814) 623-5181
 Fax. (814) 623-1216
 Contact: Bob Blackburn
 Type of Business: Food Distributor, Food Service Distributor
 Products Handled: Dairy, Deli, Bakery ,
 Beverages, Bulk Foods,
 Confectionary/Snackfoods, Canned Goods,
 Coffee/Tea, Convenience Foods, Frozen
 Foods, General Grocery, Fresh/Frozen
 Seafood, Specialty/Gourmet Foods

United Natural Foods Distribution Center

100 Lincoln St.
 New Oxford, PA 17350
 United States of America
 Tel. (717) 624-9002
 Fax. (717) 624-6460
 Contact: Shawn Mitchell
 Type of Business: Food Service Distributor

Jefferson Poultry Inc.

320 S. Mill St.
 New Castle, PA 16101
 United States of America
 Tel. (724) 658-9064
 Fax. (724) 658-5540
 Contact: Dennis Neil
 Type of Business: Food Service Distributor
 Products Handled: Dairy, Deli, Frozen
 Foods, Meat, Fresh/Frozen Seafood,
 Specialty/Gourmet Foods

C.A. Curtze Company

1717 East 12th Street
 Erie, PA 16511
 United States of America
 Tel. (814) 452-2281
 Fax. (814) 459-1213
 Contact: Bruce Kern II
 Type of Business: Food Service Distributor

Products Handled: Dairy, Deli, Bakery ,
 Beverages, Bulk Foods,
 Confectionary/Snackfoods, Canned Goods,
 Coffee/Tea, Convenience Foods, Frozen
 Foods, General Grocery, Meat, Refrigerated
 Entrees, Fresh/Frozen Seafood,
 Specialty/Gourmet Foods

Pittsburgh Sea Foods Inc.

350 Seco Rd.
 Monroeville, PA 15146
 United States of America
 Tel. (412) 372-0900
 Fax. (412) 372-6664
 Contact: Stephen Benyo
 Type of Business: Food Service Distributor
 Products Handled: Baked Foods, Bulk
 Foods, Canned Goods, Coffee/Tea,
 Convenience Foods, Deli, Frozen Foods,
 General Grocery, Meat, Fresh/Frozen
 Seafood, Snack Food, Specialty/Gourmet
 Foods

Jack & Jill Ice Cream

532 E. Emaus St.
 Middletown, PA 17057
 United States of America
 Tel. (717) 948-1955
 Contact: Dave Gottshal
 Type of Business: Food Service Distributor
 Products Handled: Frozen Desserts

Food Service Marketing

Box 4532
 Pittsburgh, PA 15205
 United States of America
 Tel. (412) 928-8600
 Fax. (412) 928-0301
 Contact: Allen Acrey
 Type of Business: Food Broker
 (foodservice)
 Products Handled: Beverages,
 Confectionary/Snackfoods, Dairy, Deli,
 Bakery , Frozen Foods, Fresh/Frozen
 Seafood, Meat

John Gross & Co.

400 Cheryl Ave.
 PO Box 1189
 Mechanicsburg, PA 17055-1189
 United States of America
 Tel. (717) 766-2508
 Fax. (717) 790-9642
 Contact: Peggy Marshall
 Type of Business: Food Service Distributor
 Products Handled: Dairy, Deli, Bakery ,
 Beverages, Bulk Foods,
 Confectionary/Snackfoods, Canned Goods,
 Coffee/Tea, Convenience Foods, Frozen
 Foods, General Grocery, Meat, Produce,
 Refrigerated Entrees, Fresh/Frozen Seafood,
 Specialty/Gourmet Foods

Paragon Monteverde Food Service

55 36th ST.
 Pittsburgh, PA 15201
 United States of America
 Tel. (412) 621-2626
 Fax. (412) 621-2829
 Contact: Scott Lehmon
 Type of Business: Food Service Distributor
 Products Handled: Dairy, Deli, Bakery ,
 Beverages, Bulk Foods, Canned Goods,
 Coffee/Tea, Frozen Foods, General Grocery,
 Meat, Produce, Fresh/Frozen Seafood,
 Specialty/Gourmet Foods

Lebanon United Jobbers Inc.

1255 Bittner Road
 Lebanon, PA 17046
 United States of America
 Tel. (717) 273-3241
 Fax. (717) 273-5001
 Contact: Timothy Siegrist
 Type of Business: Food Service Distributor
 Products Handled: Beverages,
 Confectionary/Snackfoods, Canned Goods,
 Coffee/Tea, Convenience Foods, General
 Grocery

Johnson Enterprises

2820 Pennsylvania Ave. W.

Warren, PA 16365

United States of America
 Tel. (814) 723-3681
 Fax. (814) 723-4700
 Contact: Charles S. Johnson
 Type of Business: Food Service Distributor
 Products Handled: Baked Foods,
 Confectionary/Snackfoods, General Grocery

Ettline Foods Corp.

PO Box 563
 York, PA 17405-0563
 United States of America
 Tel. (717) 848-1564
 Fax. (717) 843-3091
 Contact: John Tassia
 Type of Business: Food Service Distributor
 Products Handled: Dairy, Deli, Bakery ,
 Beverages, Canned Goods, Coffee/Tea,
 Convenience Foods, Frozen Foods, General
 Grocery, Meat, Produce, Refrigerated
 Entrees, Fresh/Frozen Seafood, Snack Food,
 Specialty/Gourmet Foods

Washington Importing Co.

756 Locust Ave.
 Washington, PA 15301 United States of
 America
 Tel. (724) 225-8200
 Fax. (724) 225-4147
 Contact: Christine Yanni
 Type of Business: Food Service Distributor
 Products Handled: Bulk Foods, Canned
 Goods, Dairy, Frozen Foods, General
 Grocery, Fresh/Frozen Seafood

Buley-Patterson Sales Co.

625 Horner Street
 Johnstown, PA 15902
 United States of America
 Tel. (814) 536-7531
 Fax. (814) 539-1006
 Contact: Jim Bruce
 Type of Business: Food Broker (retail &
 foodservice)

W.S. Lee & Sons, Inc.

PO Box 1631

Rt. 22 & 764S

Altoona, PA 16603

United States of America

Tel. (814) 696-3535

Type of Business: Food Distributor

Products Handled: Bulk Foods, Canned Goods, Coffee/Tea, Convenience Foods, Dairy, Deli, Frozen Foods, General Grocery, Meat, Organic Produce, Produce, Refrigerated Entrees, Fresh/Frozen Seafood, Specialty/Gourmet Foods

Fleming Distribution

3010 Seventh Avenue

Altoona, PA 16602

United States of America

Tel. (814) 944-9374

Fax. (814) 944-6558

Type of Business: Food Distributor

Products Handled: Private Label, grocery, Specialty/Gourmet Foods, Meat, Produce,

Leeper & Derosé -Pittsburgh

419 Friday Road

Pittsburgh, PA 15209

United States of America

Tel. (412) 821-8960

Fax. (412) 821-7425

Contact: Ken Monefredi

Type of Business: Food Broker (retail)

Jefferson Wholesale Grocery Inc.

400 Elk Run Ave.

PO Box 430

Punxsutawney, PA 15767-1430

United States of America

Tel. (814) 938-8660

Fax. (814) 938-2443

Contact: Samuel Levy, Jr.

Type of Business: Food Service Distributor

Products Handled: Beverages, Bulk Foods, Confectionary/Snackfoods, Canned Goods, Coffee/Tea, Dairy, Frozen Foods, General

Grocery, Meat, Refrigerated Entrees, Fresh/Frozen Seafood

G & G Foodservice Inc.

S. Main St.

PO Box 31

Punxsutawney, PA 15767-0031

United States of America

Tel. (814) 938-5310

Fax. (814) 938-3665

Contact: Anthony Gianvito

Type of Business: Food Service Distributor

Products Handled: Baked Foods, Bulk Foods, Canned Goods, Coffee/Tea, Convenience Foods, Deli, Frozen Foods, General Grocery, Meat, Refrigerated Entrees, Fresh/Frozen Seafood, Specialty/Gourmet Foods

Restaurant Depot

100 32nd St.

Pittsburgh, PA 15201 United States of America

Tel. (412) 281-1414

Contact: Ed Michal

Type of Business: Food Service Distributor

Wengert's Dairy Inc.

2401 Walnut St.

Lebanon, PA 17042

United States of America

Tel. (717) 273-2658

Fax. (717) 273-2794

Contact: Mike Eiceman

Type of Business: Food Service Distributor

Products Handled: Beverages, Coffee/Tea, Dairy

Liberty USA., Inc.

920 Irwin Run Road

West Mifflin, PA 15122

United States of America

Tel. (412) 461-2700

Fax. (412) 461-2734

Contact: David N. McGuirk

Type of Business: Food Service Distributor

Products Handled:

Confectionary/Snackfoods, Coffee/Tea,
Condiments, Dairy, Deli, Frozen Foods,
Produce

**The SYGMA Network Inc. -
Pennsylvania**

4000 Industrial Rd.
Harrisburg, PA 17110
United States of America
Tel. (717) 232-3111
Fax. (717) 221-6701
Contact: Jeff Coppenger
Type of Business: Food Service Distributor
Products Handled: Dairy, Deli, Bakery ,
Beverages, f, Confectionary/Snackfoods,
Canned Goods, Coffee/Tea, Convenience
Foods, Frozen Foods, General Grocery,
Meat, Fresh/Frozen Seafood, Produce

**SYSCO Food Services of Central
Pennsylvania Inc.**

3905 Corey Road
Harrisburg, PA 17109
United States of America
Tel. (717) 561-4000
Fax. (717) 558-2767
Contact: William Spotts
Type of Business: Food Service Distributor
Products Handled: Dairy, Deli, Bakery ,
Beverages, Bulk Foods,
Confectionary/Snackfoods, Canned Goods,
Coffee/Tea, Convenience Foods, Frozen
Foods, General Grocery, Meat, Produce,
Refrigerated Entrees, Specialty/Gourmet
Foods, Fresh/Frozen Seafood

George DeLallo Co.

101 Lincoln Highway East
Jeannette, PA 15644
United States of America
Tel. (724) 853-5353
Fax. (724) 853-0141
Contact: James Panichella
Type of Business: Food Service Distributor
Products Handled: Dairy, Deli, Bakery ,

Beverages, Bulk Foods,
Confectionary/Snackfoods, Canned Goods,
Coffee/Tea, Convenience Foods, Frozen
Foods, General Grocery, Meat, Produce,
Refrigerated Entrees, Specialty/Gourmet
Foods

Bell's Wholesale Grocery Inc.

211 Meadow Ridge Dr.
Mount Morris, PA 15349
United States of America
Tel. (724) 324-5525
Fax. (724) 324-9093
Contact: Larry Krutko
Type of Business: Food Service Distributor
Products Handled: Dairy, Deli, Bakery ,
Beverages, Bulk Foods,
Confectionary/Snackfoods, Canned Goods,
Coffee/Tea, Convenience Foods, Frozen
Foods, General Grocery, Meat, Produce,
Refrigerated Entrees, Fresh/Frozen Seafood,
Specialty/Gourmet Foods

Candy Rama, Inc.

3340 Smallman St.
Pittsburgh, PA 15201
United States of America
Tel. (412) 683-2288
Fax. (412) 683-2522
Contact: William Pearson
Type of Business: Food Distributor
Products Handled:
Confectionary/Snackfoods, Coffee/Tea,
Condiments, Dairy, Diet Foods,
Specialty/Gourmet Foods

**Washington Shop & Save/ Duritzas
Markets**

125 West Beau Street
Washington, PA 15301
United States of America
Tel. (724) 223-5494
Fax. (724) 223-5499
Contact: Robert Duritz Jr.
Type of Business: Food Retail Chain

Products Handled: Baked Foods, Candy, Dairy, Fresh/Frozen Seafood, Frozen Foods, General Grocery Meat Produce, Private Label products, Dairy, Deli, Bakery, Confectionary/Snackfoods, Condiments, Cookies & Crackers, Frozen Foods, Fruit (canned), Meat (canned), Jams & Jellies (canned), Milk (canned & dry), Pasta, Beverages, Vegetables (canned)

Keystone Candy Co., Inc.

RD #4 Box 380 C
Latrobe, PA 15650
United States of America Tel. (724) 537-2695
Fax. (724) 537-2655
Contact: Gary M. Halula
Type of Business: Food Distributor
Products Handled:
Confectionary/Snackfoods, Coffee/Tea, Condiments, General Grocery

SYSCO Food Services of Pittsburgh Inc.

1 Whitney Dr.
PO Box 1000
Harmony, PA 16037-1000
United States of America
Tel. (724) 452-2100
Fax. (724) 452-1033
Contact: Joel R. Tepastte
Type of Business: Food Service Distributor
Products Handled: Dairy, Deli, Bakery, Beverages, Bulk Foods, Confectionary/Snackfoods, Canned Goods, Coffee/Tea, Convenience Foods, Frozen Foods, General Grocery, Meat, Produce, Refrigerated Entrees, Fresh/Frozen Seafood, Specialty/Gourmet Foods

McAneny Bros. Inc.

470 Industrial Park Road
Edensburg, PA 15931
United States of America
Tel. (814) 472-9800
Fax. (814) 472-9828
Contact: Stephen J. McAneny

Type of Business: Food Distributor
Products Handled: Dairy, Deli, Bakery, Beverages, Confectionary/Snackfoods, Canned Goods, Coffee/Tea, Frozen Foods, General Grocery, Meat, Produce, Fresh/Frozen Seafood

McKeesport Candy Co.

PO Box 578
McKeesport, PA 15134
United States of America Tel. (412) 678-8851
Fax. (412) 673-4406
Contact: Jon Prince
Type of Business: Food Distributor
Products Handled:
Confectionary/Snackfoods Private Label, Specialty/Gourmet Foods

Obade Candy Company, Inc.

370 South Jefferson St.
Kittanning, PA 16201
United States of America
Tel. (724) 543-1697
Fax. (724) 543-2805
Contact: Thomas Nasser
Type of Business: Food Distributor
Products Handled: Candy

Purity Distributing Co.

145 Purity Road
PO Box 17020
Pittsburgh, PA 15235
United States of America
Tel. (412) 242-9804
Contact: Richard Kleinschmidt
Type of Business: Food Distributor
Products Handled:
Confectionary/Snackfoods

Putigano Candy & Cigar Co.

231 Longfellow St.
Vandergrift, PA 15690
United States of America
Tel. (724) 567-6221
Fax. (724) 568-3419

Contact: Vince J. Putigano
 Type of Business: Food Service Distributor
 Products Handled:
 Confectionary/Snackfoods, Canned Goods,
 General Grocery

RL Lipton Wholesalers Inc.
 250 Seco Road Monroeville, PA 15146
 United States of America
 Tel. (412) 380-9380
 Fax. (412) 380-1090
 Contact: Mark Pagano
 Type of Business: Food Distributor
 Products Handled:
 Confectionary/Snackfoods, Coffee/Tea,
 Condiments, Dairy, Diet Foods, Frozen
 Foods, General Grocery, Private Label,
 Spices

Frank Fratto Merchandise
 612 Kingview Rd.
 Scottsdale, PA 15683
 United States of America
 Tel. (724) 887-4211
 Fax. (724) 887-0862
 Contact: James Fratto
 Type of Business: Food Distributor
 Products Handled:
 Confectionary/Snackfoods, Coffee/Tea,
 Condiments, General Grocery

The Martin-Brower Co.
 RR #2 Noblestown Rd.
 Carnegie, PA 15106
 United States of America
 Tel. (412) 923-1424
 Fax. (412) 278-9770
 Contact: Patrick Heffernan
 Type of Business: Food Service Distributor
 Products Handled: Beverages, Coffee/Tea,
 Dairy, Frozen Foods, General Grocery,
 Meat, Produce, Fresh/Frozen Seafood

Johnnie's Restaurant & Hotel Service Inc.
 2406 Molly Pitcher Highway

Chambersburg, PA 17201
 United States of America
 Tel. (717) 263-1214
 Fax. (717) 263-5720
 Contact: John F.
 Stenger

Type of Business: Food Service Distributor
 Products Handled: Beverages, Canned
 Goods, Coffee/Tea, Dairy, Frozen Foods,
 Refrigerated Entrees, Fresh/Frozen Seafood

Clarion Fruit & Food Co.
 1060 E. Main St.
 Clarion, PA 16214
 United States of America
 Tel. (814) 226-8070
 Fax. (814) 226-6949
 Contact: Bruce Cherico
 Type of Business: Food Service Distributor
 Products Handled: Baked Goods, Beverages,
 Canned Goods, Coffee/Tea, Dairy, Frozen
 Foods, General Grocery, Meat, Produce,
 Fresh/Frozen Seafood

Vitality Foodservice Inc.
 9068 Marshall Rd.
 Cranberry Twp, PA 16066
 United States of America
 Tel. (724) 776-1540
 Fax. (724) 776-1055
 Contact: Dennis Bray
 Type of Business: Food Service Distributor
 Products Handled: Beverages

J.M.J Beatrice
 1620 Wampum Rd.
 PO Box 869
 Ellwood City, PA 16117
 United States of America
 Tel. (724) 758-7117
 Fax. (724) 758-0561
 Contact: Mark Baldelli
 Type of Business: Food Service Distributor
 Products Handled: Beverages, Canned
 Goods, Coffee/Tea, Dairy, Frozen Foods,
 General Grocery, Meat, Refrigerated

Entrees, Fresh/Frozen Seafood, Snack Food,
Specialty/Gourmet Foods

Tripifoods Cash & Carry

1418 E. 12th Street
Erie, PA 16503
United States of America
Tel. (814) 455-7400
Contact: Les Fatica
Type of Business: Food Service Distributor
Products Handled: Dairy, Deli, Bakery ,
Confectionary/Snackfoods, Beverages, Bulk
Foods, Coffee/Tea, Frozen Foods, General
Grocery, Refrigerated Entrees

Feesers Inc.

PO Box 4055
Harrisburg, PA 17111-0055
United States of America
Tel. (717) 564-4636
Fax. (717) 558-7455
Contact: Terry Kaufman
Type of Business: Food Service Distributor
Products Handled: Dairy, Deli, Bakery ,
Beverages, Bulk Foods,
Confectionary/Snackfoods, Canned Goods,
Coffee/Tea, Convenience Foods, Frozen
Foods, General Grocery, Meat, Produce,
Refrigerated Entrees, Fresh/Frozen Seafood

Alliant Foodservice

2500 Lovi Rd.
Freedom, PA 15042
United States of America
Tel. (724) 773-5300
Fax. (724) 773-5386
Contact: Mark Vasas
Type of Business: Food Service Distributor
Products Handled: Dairy, Deli, Bakery ,
Beverages, Bulk Foods, Canned Goods,
Coffee/Tea, Frozen Foods, General Grocery,
Meat, Refrigerated Entrees, Fresh/Frozen
Seafood, Snack Food, Specialty/Gourmet
Foods

Power Meat Co.

1 Whitney Dr.
PO Box 248
Harmony, PA 16037-0248
United States of America
Tel. (724) 452-9799
Fax. (724) 452-3335
Contact: Arthur Richardson
Type of Business: Food Service Distributor
Products Handled: Baked Goods, Beverages,
Bulk Foods, Confectionary/Snackfoods,
Coffee/Tea, Dairy, Frozen Foods, General
Grocery, Meat, Refrigerated Entrees,
Fresh/Frozen Seafood, Specialty/Gourmet
Foods

Laurel Hill Provision Inc.

100 Brewery Lane
Greensburg, PA 15601
United States of America
Tel. (724) 834-1660
Fax. (724) 832-8471
Contact: Jerry Moyer
Type of Business: Food Service Distributor
Products Handled: Beverages, Bulk Foods,
Canned Goods, Coffee/Tea, Dairy, Deli,
Frozen Foods, General Grocery, Meat,
Refrigerated Entrees, Fresh/Frozen Seafood,
Snack Food, Specialty/Gourmet Foods

Reinhart FoodService

226 Eastview Dr.
Mount Pleasant, PA 15666
United States of America
Tel. (724) 837-6500
Fax. (724) 696-2251
Contact: Tom Mowrer
Type of Business: Food Service Distributor
Products Handled: Dairy, Deli, Bakery ,
Beverages, Bulk Foods,
Confectionary/Snackfoods, Canned Goods,
Coffee/Tea, Convenience Foods, Frozen
Foods, General Grocery, Meat, Refrigerated
Entrees, Fresh/Frozen Seafood

US Foodservice Greensburg

PO Box 86

Greensburg, PA 15601-0086

United States of America

Tel. (724) 837-6580

Fax. (724) 837-1530

Contact: Debbie Brenner

Type of Business: Food Service Distributor

Products Handled: Dairy, Deli, Bakery,

Beverages, Canned Goods, Coffee/Tea,

Frozen Foods, General Grocery, Meat,

Produce, Fresh/Frozen Seafood

George J. Howe Co. Inc.

PO Box 269

Grove City, PA 16127-0269

United States of America

Tel. (724) 458-9410

Fax. (724) 458-1134

Contact: Dan Phillips

Type of Business: Food Service Distributor

Products Handled:

Confectionary/Snackfoods, Coffee/Tea,

General Grocery, Specialty/Gourmet Foods

Hanover Candy & Tobacco Supplies Inc.

PO Box 150

Hanover, PA 17331-0150

United States of America

Tel. (717) 632-2432

Fax. (717) 632-8976

Contact: Mitchell Small

Type of Business: Food Service Distributor

Products Handled: Baked Goods, Beverages,

Bulk Foods, Confectionary/Snackfoods,

Coffee/Tea, General Grocery

Somerset Candy Company

233 West Main St.

Somerset, PA 15501 United States of
America

Tel. (814) 445-2247

Fax. (814) 443-9937

Contact: Blair Walker

Type of Business: Food Distributor

Products Handled:

Confectionary/Snackfoods, Canned Goods,
Coffee/Tea, General Grocery**Vago Co. Inc. Coffee, Tea & Good Taste**

141 E. 26th St.

Erie, PA 16504

United States of America

Tel. (814) 459-6766

Fax. (814) 459-8566

Contact: Fred R. Stainbrook

Type of Business: Food Service Distributor

Products Handled: Baked Goods, Canned

Goods, Coffee/Tea, General Grocery, Snack

Food

S & S Candy & Cigary Co., Inc.

2025 East Carson Street

Pittsburgh, PA 15203

United States of America

Tel. (412) 481-6577

Fax. (412) 481-8570

Contact: Rick Stevens Jr.

Type of Business: Food Distributor

Products Handled:

Confectionary/Snackfoods

Ake-Sullivan Associates, Inc.

2072 Guinivere Dr.

North Huntingdon, PA 15642

United States of America

Tel. (724) 864-5291

Fax. (724) 864-2012

Contact: Tom McCarthy

Type of Business: Food Broker

Products Handled:

Confectionary/Snackfoods, General Grocery

Advantage Sales & Marketing

PO Box 5895

Pittsburgh, PA 15209

United States of America

Tel. (412) 822-8477

Fax. (412) 963-6835

Contact: Jack Bupp

Type of Business: Food Broker

Products Handled:

Confectionary/Snackfoods, Condiments,
Dairy, Deli, Bakery, Frozen Foods,
General Grocery, Meat, Spices

A. J. Silberman & Co.

838-846 Braddock Ave.

Braddock, PA 15104

United States of America

Tel. (412) 271-3373

Fax. (412) 271-1987

Contact: David Silberman

Type of Business: Food Distributor (C-store
and smaller food store)

Conrad Wholesale Company, Inc.

90 Teak St.

Johnstown, PA 15907

United States of America

Tel. (814) 536-5391

Fax. (814) 536-8881

Contact: Joseph Halula

Type of Business: Food Broker, Food
Service Distributor

Products Handled: Beverages,
Confectionary/Snackfoods, Coffee/Tea

Jobar, Inc.

995 Wildlife Lodge Road

Lower Burrell, PA 15068

United States of America

Tel. (724) 339-8275

Contact: Michael Lucas

Type of Business: Food Retail

Chain Products Handled: Baked Foods,
Candy, Dairy, Fish, Frozen Foods, General
Grocery

Heidelberg Shop N Save

2100 Washington Pike, Route 50

Carnegie, PA 15106

United States of America

Tel. (412) 276-5130

Fax. (412) 276-5213

Contact: Dick Grimes

Type of Business: Food Retail Chain
Products Handled: Baked Foods, Candy,

Dairy, Fish, Frozen Foods, General Grocery
Meat Produce, Private Label, Bakery,
Baking Needs, Candy, Cigarettes,
Condiments, Cookies & Crackers, Dairy,
Frozen Foods, Fruit (canned) Jams & Jellies,
Juices (canned), Pasta, Meat (canned), Milk
(canned & dry), Pet Foods

Harold Friedman, Inc

530 Fairground Hill Road

Butler, PA 16001-2634

United States of America

Tel. (724) 283-6030

Fax. (724) 287-5549

Contact: Carole F. Bitter

Type of Business: Food Retail Chain

Products Handled: Baked Foods, Candy,
Dairy, Fish, Frozen Foods, General Grocery,
Meat, Produce

Western Rose Produce Inc.

1304 Slate Hill Rd.

Camp Hill, PA 17011

United States of America

Tel. (717) 731-9804

Fax. (717) 731-9814

Contact: Paul Armstrong

Type of Business: Food Service Distributor

Products Handled: Canned Goods,
Coffee/Tea, Dairy, Frozen Foods, Produce

Fast N Friendly Food Stores, Inc.

111 West Madison Ave.

Rochester, PA 15074

United States of America

Tel. (724) 775-0551

Fax. (724) 775-4104

Type of Business: Food Retail Chain

Products Handled: Baked Foods, Candy,
Dairy, Fish, Frozen Foods, General Grocery
Meat Produce, Private Label, Bakery,
Candy, Condiments, Cookies & Crackers,
Dairy, Frozen Foods, Fruit (canned) Jams &
Jellies, Juices (canned), Milk (canned &
dry), Pasta, Pet Foods, Salad Dressings, Soft
Drinks

SUPERVALU Inc. (V)

400 Paintersville Road
 New Stanton, PA 15672
 United States of America
 Tel. (724) 925-6600
 Fax. (724) 925-5727

Type of Business: Food Retail, Food
 Distributor

Products Handled: Baked Foods, Candy,
 Dairy, Fish, Frozen Foods, General Grocery,
 Meat, Produce

Giant Eagle, Inc.

101 Kappa Drive
 Pittsburgh, PA 15238-2809
 United States of America
 Tel. (412) 963-6200
 Fax. (412) 963-0374

Type of Business: Food Retail Chain
 Products Handled: Dairy, Deli, Bakery ,
 Confectionary/Snackfoods. Fresh/Frozen
 Seafood, Frozen Foods, General Grocery
 Meat Produce

Pennsylvania Dutch Candies

PO Box 3411
 Shiremanstown, PA 17011 United States of
 America
 Tel. (717) 761-5440
 Fax. (717) 761-5702

Contact: Kevin Silva

Type of Business: Food Service Distributor
 Products Handled:
 Confectionary/Snackfoods, Convenience
 Foods

T.D. Bauman Marketing Service

3029 Bethel Church Road
 Bethel Park, PA 15102-1201
 United States of America
 Tel. (412) 831-0636
 Fax. (412) 831-0636

Contact: Theodore D. Bauman
 Type of Business: Food Broker

Products Handled: Baked Foods,
 Confectionary/Snackfoods, Deli, Frozen
 Foods, Meat, Private Label, Produce,
 Fresh/Frozen Seafood, Specialty/Gourmet
 Foods

Roos-Mohan, Inc.

375 Northgate Drive
 Warrendale, PA 15086
 United States of America
 Tel. (724) 933-6091
 Fax. (724) 933-6095

Contact: James F. Mohan

Type of Business: Food Broker
 Products Handled: Baked Foods,
 Confectionary/Snackfoods, Deli, Frozen
 Foods, General Grocery, Meat, Private
 Label

Brown & Associates

110 Morgan Hill Road
 Westbridge Industrial Park
 Morgan, PA 15064
 United States of America
 Tel. (412) 221-3076
 Fax. (412) 221-4861

Contact: Bill Brown, Lynn Brown Type of
 Business: Food Broker
 Products Handled: Private Label

Mega Sales & Marketing, Inc.

1606 Carmody Ct.
 Sewickley, PA 15143
 United States of America
 Tel. (724) 940-1780

Contact: Raymond Kohl Jr.

Type of Business: Food Broker
 Products Handled: Condiments, Dairy, Deli,
 f, Meat, Private Label, Produce,
 Fresh/Frozen Seafood, Snack Food,
 Specialty/Gourmet Foods

Sam Cohen & Sons, Inc.

1150 East Maiden St.
 Washington, PA 15301

United States of America
 Tel. (724) 222-0400
 Fax. (724) 222-4743
 Contact: Murray Friedman
 Type of Business: Food Distributor
 Products Handled: Candy

Logan, Inc.

653 Evans City Road
 Butler, PA 16001
 United States of America
 Tel. (724) 482-4715
 Fax. (724) 482-4498
 Contact: Alan Ward
 Type of Business: Food Broker
 Products Handled: Baked Goods, Beverages,
 Confectionary/Snackfoods, Canned Goods,
 Coffee/Tea, Convenience Foods, Deli,
 Frozen Foods, General Grocery, Meat,
 Spices, Specialty/Gourmet Foods

L.R. Aronson Co.

144 North Dithridge
 Pittsburgh, PA 15213
 United States of America
 Tel. (412) 682-7770
 Fax. (412) 687-8824
 Contact: Manuel Fargotstein
 Type of Business: Food Broker
 Products Handled: Dairy, Deli, Bakery ,
 Confectionary/Snackfoods, Condiments,
 Frozen Foods, General Grocery, Meat,
 Private Label, Produce, Fresh/Frozen
 Seafood, Specialty/Gourmet Foods, Spices

J/M Sales & Marketing

300 Mt. Lebanon Blvd, Suite 207A
 PO Box 12564
 Pittsburgh, PA 15234
 United States of America
 Tel. (412) 341-4949
 Fax. (412) 341-4950
 Contact: John M. Macurak
 Type of Business: Food Broker (retail &
 foodservice)
 Products Handled: Baked Foods,

Confectionary/Snackfoods, Deli, Frozen
 Foods, General Grocery, Private Label

Greater Pittsburgh Food Brokerage Co.

911 Washington Ave.
 Carnegie, PA 15106
 United States of America
 Tel. (412) 429-8833
 Fax. (412) 429-0355
 Contact: Randy Buczynski
 Type of Business: Food Broker
 Products Handled: Baked Foods, Deli, Meat,
 Private Label, Produce, Fresh/Frozen
 Seafood, Snack Food, Specialty/Gourmet
 Foods

E.F. DiPasquale Co.

270 Alpha Drive
 Pittsburgh, PA 15238
 United States of America
 Tel. (412) 967-9656
 Fax. (412) 967-9654
 Contact: E.J.
 DiPasquale
 Type of Business: Food Broker
 Products Handled: Condiments, Dairy, Deli,
 Diet Foods, Frozen Foods, Meat, Private
 Label, Fresh/Frozen Seafood, Snack Food,
 Specialty/Gourmet Foods, Spices, General
 Grocery

Consolidated Merchandisers

3840 Beatty Court
 Murrysville, PA 15668
 United States of America
 Tel. (724) 733-2300
 Fax. (724) 327-8176
 Contact: James R. Seethahler
 Type of Business: Food Broker
 Products Handled: Baked Foods, Deli,
 Frozen Foods, General Grocery, Meat,
 Produce, Snack Food

Weirton Wholesale Distributing Co.

3550 Main St.
 Weirton, WV 26062
 United States of America

Tel. (304) 748-7080
Fax. (304) 748-7096
Contact: James S. Cladias

Type of Business: Food Distributor
Products Handled: General Grocery